BROADCASTING

combined with

Broadcast Advertising

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Canada and Foreign $4.00 the Year

$3.00 the Year 15c the Copy

THE JOHN CRERAR LIBRARY APR 30 1934

same 1933 week.

New York, N. Y.

	City	Retail Area
Population	6,930,446	12,081,459
% U. S. A.	5.645	9.840
Retail Outlets	103,623	180,234
% U. S. A.	6.689	11.634
Income Tax Returns	476,301	723,106
% U. S. A.	14.033	21.305
Bank Debits (Jan.-Feb.)	11.5% increased	
Department Store Sales (Jan.)	12.6% increased	
Factory Employment (Jan.)	4.4% increased	
Factory Payrolls (Jan.)	7.5% increased	

Counties in area and % increase in new passenger car sales, '33 over '32—NEW YORK: Bronx, 9.0; Dutchess, 14.2; Kings, 11.6; Nassau, 24.2; New York, 10.9; Orange, 10.0; Putnam, 8.5; Queens, 11.6; Richmond, 15.5; Rockland, 22.6; Suffolk, 15.7; Sullivan, -1.3; Ulster, 8.3; Westchester, 31.5. NEW JERSEY: Bergen, 20.2; Essex, 13.0; Hudson, 10.9; Hunterdon, 11.2; Mercer, 22.1; Middlesex, 20.7; Monmouth, 18.9; Morris, 9.5; Ocean, -1.1; Passaic, 19.5; Somerset, 17.7; Sussex, 4.9; Union, 27.5; Warren, 37.9. CONNECTICUT: Fairfield, 32.5.

Current Business Conditions

Department stores sales in the Metropolitan area are rising steadily. During the first two weeks of March the advance over the corresponding period last year was 36% or 33% excluding liquor.

New York people are paying their bills more promptly as Spring progresses. Dun & Bradstreet report March collections for New York City 75% better than March of last year and 50% better than last June.

Grocery store sales are somewhat on the upgrade. Estimates by wholesalers show increases of from 15% to 25% in dollar volume for the first quarter over the same period of 1933.

Electrical appliances are moving in steadily increasing volume. Rex Cole, Inc., reports first quarter sales of G-E refrigerators, washers, ironers and cleaners 40% up. Radio sales are rising at higher prices. Auto radios are showing greater popularity.

New car registration for the first three weeks of March totaled 4,975 as compared with 3,721 in the comparable three weeks last year. The final 10 days of the month had not been tabulated when this was written, but principal distributors agreed that this period probably added 3,000 more sales which would raise the March total to about 8,000 cars. In March, 1933, sales were only 6,451.

New York City factories showed activity during March even greater than those of the State as a whole. Equipment improved 4.5% over February and payrolls 8.7%.

New York's hotels are running far ahead of the national average in both room sales and meals served. Room sales during the first quarter were 24% and restaurant sales 71% ahead of last year. National averages were 16% and 31%.

Building contracts let in the metropolitan district are steadily increasing. March totals were $30,000,000 compared with barely $13,000,000 last March. During the full first quarter contracts totaled $52,000,000 as against $44,000,000 for the same quarter a year ago.

Metropolitan newspaper lineage reflects the definite business improvement in New York. Advertising totals for the city dailies show a 15% advance over the first quarter of 1933 and the 31% March upward trend continued into April. Brooklyn papers advanced 13% for the quarter and nearly 23% for March.

The GIANT awakens!

Really this Giant (the New York Market) was never quite asleep—just a bit drowsy perhaps. But now he has shaken himself and is rubbing the last vestige of depression from his eyes, as revealed by this glowing report of business conditions in New York, which appears in the current Market Planning Number of Sales Management. (We suggest you get a copy).

When this giant market begins bristling with activity, as it is doing now, it's high time for advertisers to put on extra sales pressure.

The potentialities of the New York Market are so great that you are justified in spending a whole lot more money to cultivate this market intensively. Not that you have to, however. WOR rates are really not high.

WOR

1440 BROADWAY, NEW YORK CITY

BAMBERGER BROADCASTING SERVICE, INC.
NEWARK, N. J.

Chicago: Wm. G. Rambeau, 360 Michigan Ave.
Boston: James F. Fay, Statler Bldg.

100,103 This season!

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

WESTERN UNION

NEWCOMB CARLTON, CHAIRMAN OF THE BOARD — J. C. WILLEVER, FIRST VICE-PRESIDENT — R. B. WHITE, PRESIDENT

1201-S

SIGNS
DL = Day Letter
NM = Night Message
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

CLASS OF SERVICE
This is a full-rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable sign above or preced-ing the address.

The filing time as shown in the date line on full-rate telegrams and day letters, and the time of receipt at destination as shown on all messages, is STANDARD TIME.

NA27 40 DL=Q DESMOINES IOWA 3 943A
LESLIE FOX, COMMERCIAL MANAGER
RADIO STATION WSM=
CONGRATULATIONS ON PULLING POWER
OF W S M STOP TODAYS RECORD SHOWS
ONE HUNDRED THOUSAND ONE HUNDRED THREE
ORDERS THIS PAST SEASON
STOP NO OTHER STATION COMPARES
TO THIS SHOWING=
★C H GEPPERT.

WESTERN UNION GIFT ORDERS SOLVE THE PERPLEXING QUESTION OF WHAT TO GIVE

★ This unsolicited telegram from one of America's leading photo-enlarging concerns, who have used a weekly half-hour over WSM—proves again that if it was shrewd to buy WSM last year, it is *brilliant* today.

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY
Nashville, Tennessee
Exclusive National Representatives
EDWARD PETRY AND COMPANY
New York — Chicago
Detroit — San Francisco

Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles

One more definite proof that WTMJ thoroughly covers the rich Greater Milwaukee Area

MEMBER OF NBC NETWORK

WTMJ

WISCONSIN'S FAVORITE STATION

THE MILWAUKEE JOURNAL STATION

National Representatives . . . . . EDWARD PETRY & COMPANY, Inc.

NEW YORK CHICAGO DETROIT SAN FRANCISCO

"Free & Sleininger help us to buy station time intelligently"

H. L. Hulsebus
Vice Pres. in Charge of Media
Stack-Goble Advertising Agency

	Population of Primary Daytime Coverage Area
WOC-WHO DES MOINES *NBC Basic Red Network*	4,389,108
WGR-WKBW BUFFALO *CBS Basic Network*	1,544,828
WHK CLEVELAND *CBS Basic Network*	2,069,345
WIND GARY—WJJD CHICAGO *(WIND) CBS Supplementary Group*	5,837,199
WAIU COLUMBUS *Predominant in Central Ohio*	1,433,606
WDAY FARGO *NBC Northwestern Group*	785,854
WHB KANSAS CITY *"Dominant Daytime Station in K. C."*	2,322,934
KFAB LINCOLN—OMAHA *CBS Northwestern Group*	2,522,075
WAVE LOUISVILLE *NBC Southcentral Group*	925,717
KOIL OMAHA-COUNCIL BLUFFS *NBC Basic Blue Network*	1,363,985
WMBD PEORIA *CBS Basic Supplementary Group*	464,352
***WCAE PITTSBURGH** *NBC Basic Red Network*	3,298,999
***CKLW WINDSOR** *(Detroit Trading Area)* *CBS Basic Network*	4,372,000

* Represented in Chicago and Middle West Territory only.

STACK-GOBLE ADVERTISING AGENCY has been for several years a leader in the development of successful radio campaigns. Their excellent radio technique, their careful and exacting choice of stations, their merchandising follow-through, have produced profitable results for many clients.

It is in some measure due to their unique success that drugs and cosmetics are now one of the leading classifications on the air.

Mr. Hulsebus has played an important part in this steady growth and continued success. An outstanding example of a skilled space buyer who has learned to use the tools of the new major medium, he knows stations and he knows broadcasting. But he never claims to "know it all." He depends on Free & Sleininger, and other good direct representatives, to keep him up-to-date on local situations and to give him fast and accurate information about stations and the markets they serve. Free & Sleininger's type of service is helpful to Stack-Goble. And can be helpful to you. Through daily communication with each of our stations by telephone, teletype and telegraph we usually are able to give you instantly any kind of information you require on available time, talent, market data and cost.

We invite you to try our dependable service. You will find you always can choose a Free & Sleininger station with confidence.

FREE & SLEININGER, *Inc.*

RADIO STATION REPRESENTATIVES

NEW YORK
Chrysler Bldg.
Murray Hill 2-3030

«« «« »» »»

CHICAGO
180 N. Michigan Ave.
Franklin 6373

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BROADCASTING
and
Broadcast Advertising

VOL. 6 No. 9 WASHINGTON, D. C., MAY 1, 1934 $3.00 PER YEAR—15c A COPY

Trade Board Scans Radio Advertising

By SOL TAISHOFF

Stations, Networks, Transcription Firms Must Submit Copies Of Commercial Credits Periodically After June 1

AS PART of a prearranged program to survey the entire advertising field, the Federal Trade Commission, effective in June, will ask all broadcasting stations, networks and transcription producers to send to it periodically copies of all commercial announcements relating to commodities sold in interstate commerce.

Already actively engaged in checking advertising in both newspapers and magazines, the commission's Special Board of Investigation has formulated plans to enlarge the scope of the survey to embrace radio commercial credits. Beginning June 1 the Special Board, which sits as a sort of subcommission, will check commercial scripts sent in by the various branches of the broadcasting industry in the same fashion that it reviews periodical advertising.

TO SCAN RADIO ADVERTISING—Undertaking the task of surveying commercial radio announcements in interstate commerce is this Special Board of Investigation of the Federal Trade Commission. Left to right, they are Clyde M. Hadley, E. J. Adams, chairman, and W. F. Davidson.

No Assault on Industry

THE STUDY, it was emphasized, is not in the nature of a "fishing expedition" or a direct assault upon the broadcasting industry, but coincides with a plan worked out several years ago to check radio advertising with the objective of eliminating false and fraudulent matter in interstate commerce relating to sales of commodities, as distinguished from services. The commission will not request copies of announcements relating to commodities sold purely intrastate, such as in local retail advertising, bank advertising and the like.

The procedure to be followed was decided upon by the Special Board following a series of conferences with Philip G. Loucks, NAB managing director, acting in behalf of the industry, and a final conference attended by F. M. Russell, NBC Washington vice president, and Henry A. Bellows, CBS Washington vice president. Attending the conferences for the commission were E. J. Adams, chairman of the Trade Commission's Special Board of Investigation, W. F. Davidson, vice chairman, and C. M. Hadley, member.

The Special Board originally planned to require all stations to submit copies of all continuities, and on April 14 sent to the four Washington stations and to the networks the first copies of a letter which was destined to go to all stations. Immediately upon his return to Washington following a short vacation, and upon learning of the board's intentions, Mr. Loucks conferred with officials of the commission and of the Special Board, explaining that this plan would impose an inordinate burden upon stations as well as bring about duplication of work for stations, networks and transcription producers.

Special Board Relents

THE MATTER first was taken up with Commissioner Ewin L. Davis, former chairman of the House Merchant Marine, Radio & Fisheries Committee, and at the time a radio leader in Congress. Mr. Loucks was referred by Mr. Davis to the Special Board, which agreed to accept only the unduplicated and required continuities. It also consented to the suggestion that stations be given ample opportunity to prepare copies of the commercial announcements in their routine station operations.

Following the final conference on April 23, the Special Board tentatively set June 1 as the date for stations, networks and transcription companies to begin submitting commercial announcements. Envelopes bearing government franks will be given all units which submit continuities. Such matter, it was said, can be submitted once weekly or twice a month, depending upon volume.

By procuring from the networks their commercial announcements accompanying commodity programs and similar material from transcription producers, the board will relieve stations of the responsibility of supplying scripts covering both network and transcribed programs. It is estimated that under this procedure stations will find it necessary to submit to the commission only 8 to 10 per cent of their commercial announcement continuities, while networks and transcription producers, since they operate interstate, naturally will have to submit virtually all of their commercial credits associated with commodity advertising. The independent station estimate is based on the calculation that only about $500,000, of the average monthly broadcasting revenue of $6,000,000, is derived from national sources exclusive of networks and transcriptions.

Industry Waives No Rights

A LETTER to all stations outlining the procedure to be followed in submitting the required data was prepared by Mr. Loucks, with the approval of Mr. Adams.

It was made clear by Mr. Loucks, however, that the broadcasting industry is complying with the request for submission of the commercial announcements without waiving any of its rights in the future, particularly in view of the fact that there has never been any court adjudication of the Federal Trade Commission's jurisdiction over radio advertising.

The April 14 letter, mailed only to the four Washington stations and to the networks, but intended for all stations, has been withdrawn. Bearing Mr. Adams' signature, it read as follows:

> The Federal Trade Commission, in checking advertising claims and assertions for their truthfulness, is reviewing the field of advertising through radio broadcast.
>
> You are requested to send to the Special Board of Investigation, Federal Trade Commission, Washington, D. C., copies of all advertising continuities used in local programs broadcast through your facilities during the month of March, 1934.
>
> Your cooperation in this matter will be appreciated.
>
> A government frank is enclosed for your use in this connection.

Follows Tugwell Activity

ALTHOUGH the Trade Commission has watched radio advertising in the past, it was learned that it recently instructed its Special Board to set up a more satisfactory method for surveying the radio advertising field. It has been evident that attention has been focused upon this subject by reason of activity of the Department of Agriculture in connection with the Tugwell-Copeland legislation seeking more rigid regulation of the sale and advertising of food, drugs and cosmetics.

The Trade Commission has insisted that the present Federal Trade Commission Act, promulgated in 1914, is adequate to correct whatever abuses exist in advertising, without the necessity for new legislation, such as that proposed in the Tugwell-Copeland bill, now pending in the Senate. It claims it has been very successful in dealing with cases of false and fraudulent advertising in publications but that in the radio field the lack of precise language has handicapped it somewhat.

The power of the Trade Commission extends only to false and misleading advertising in interstate commerce, rather than to the form, length and context of commercial credits. That there is no conflict between the authority of

the Radio Commission and the Trade Commission in connection with the survey was ascertained by Mr. Loucks in discussing the matter with the former agency before proceeding along the lines suggested by the Trade Commission.

It was pointed out that the commission, in requesting commercial credits, is following the procedure instituted some years ago in the newspaper and magazine fields. In scanning the advertising, the Special Board will single out such matter as it construes unfair and give opportunity to all parties to correct the practices in advance of punitive action.

A study of Trade Commission records reveals that since 1927, when it instituted its first action involving radio as an advertising medium, only about a half dozen cases directly or indirectly involving broadcasting have developed, and all have achieved the same result—voluntary elimination of the alleged abuse by the station. In every case it developed that the advertisers and not the advertising medium has been to blame.

A substantial number of advertisers forced out of newspapers and magazines by Trade Commission action have resorted to radio, according to the commission.

Where commercial credits are held improper, it was said, notice will be served upon these advertisers and the medium, and the stations will be given opportunity to refuse the use of their facilities for the allegedly false advertising.

Commission Procedure

"THE THEORY upon which newspapers, magazines and broadcast stations are made joint respondents with false advertisers," it was said at the commission, "is that they are accomplices of the advertisers in violation of the trade practice statute, and that it is a general rule of law that all parties having a material interest in the subject matter must be joined."

The commission, under the law, can originate cases of its own volition, or on the basis of complaints from the outside. In the latter instance, the complainant's name is kept confidential. As the first step, after investigation, the commission notifies the respondents confidentially of the facts, and, if it sees fit, may give them opportunity to correct the practices voluntarily. If that is done, the case is given no publicity, and the parties enter into a stipulation, with mention made only of the practices complained of in the public announcement. In many cases, however, it does not give opportunity for a stipulation and files an outright complaint.

If the parties given the option prefer to litigate rather than accede to a stipulation, the commission issues a formal complaint in which names are mentioned. Following hearings and the customary legal procedure, the commission may decide to issue formal orders instructing the parties involved to "cease and desist" from the practices complained of. Should the parties fail to abide by the order, recourse is taken to the Federal courts. Respondents also may appeal to the Federal courts for review of commission decisions.

Past cases having radio aspects handled by the commission, but which invariably have been withdrawn insofar as the stations were concerned after preliminary discussion, involved allegedly false advertising of a mechanical device as a health restorer and cure-all, horsecollars and harness by a western tanning company, a patent medicine for respiratory disease cures, cigarettes involving testimonials, which claimed throat protection and slenderizing qualities, and thyroid obesity cure tablets.

Two years ago, the late former chairman of the Trade Commission, William E. Humphrey, paid high tribute to the broadcasting industry for the "quality and integrity" of its advertising and the ready willingness of stations to cooperate in the elimination of questionable matter.

Daylight Time Starts

THE NATION-WIDE networks and stations in the Daylight Saving Time zones began operating their program schedules one hour earlier April 29, when the Daylight Saving Time change became effective. In most cases, program listings remain unchanged, but some time shifts were necessary. In non-Daylight Saving Time cities network programs which have not changed schedules will be heard one hour earlier, but in the daylight saving cities programs heretofore scheduled under Eastern Standard Time will, for the most part, be heard at the same hour Eastern Daylight Savings Time.

NBC's New Rate Card Resumes Early Hour Cut

APPARENTLY indicating that the general overhauling of its rate structure which NBC is undertaking is as yet not ready for publication, the company issued a new rate card, No. 15, under date of April 23, which is virtually identical with the last preceding card except for the reinstatement of the one-third rate.

As before, the gross rate is taken as that charged between 6 p. m. and 11 p. m., local station time, and there is a 50 per cent reduction after 11 p. m., to midnight, and from 8 a. m. to 6 p. m. The one-third rate which reappears in the new card is for time between midnight and 8 a. m. To guard against the possibility of a sponsor wanting to put on a broadcast at 4:30 a. m., however, the card carries this limitation: "Available only if a regularly scheduled program precedes or follows."

Rates for the several NBC networks, basic and supplementary, together with the rates for individual stations are shown on the card. The station additions since the last rate card was published are WAVE, Louisville, and WSOC, Charlotte, N. C., each at the basic rate of $190 per hour, $120 per half hour and $74 per quarter hour.

Seeks Talent Abroad

I. W. CRULL, vice president of the Campana Corp., Batavia, Ill. (cosmetics), on April 25 sailed for Europe, where he plans to seek new dramatic and musical material for the three radio programs sponsored by Campana Corp. and its subsidiary, the D. D. D. Corp., over NBC networks.

Fox Placed in Charge Of WMCA Sales Force; Other Changes Effected

Mr. Fox

J. LESLIE FOX, commercial manager of WSM, Nashville, has left that post to accept appointment as vice president in charge of sales of WMCA, New York. The appointment was made by George B. Storer, president of Federal Broadcasting Corp., operating WMCA.

Directly under Mr. Fox, who is well known in the broadcasting merchandising field is C. A. Kracht, recently appointed by Mr. Storer as WMCA sales director. Mr. Kracht was formerly identified with newspaper advertising. Mr. Fox has been with WSM for the last year and a half, and prior to that was manager of KFH, Wichita.

Mr. Storer also announced the appointment of Frank Hennigs as program director and of Stanley Chambers as director of sales promotion.

Capt. Robert Wood, publicity director of WMCA, has resigned to join *Radio Guide* in an editorial capacity. Herbert B. Glover, former CBS news broadcast head, who recently joined WMCA to handle news broadcasts, has taken over Mr. Wood's duties.

Montgomery Ward Hear Seth Parker and Wife

PHILLIPS H. LORD (Seth Parker) and his wife have been auditioned by Montgomery Ward, Chicago (mail order house), the presentation being piped from NBC, New York, to Chicago, for a five-a-week series. The first four programs would consist of a script built around "Mrs. Parker," and on Friday nights the fifth program would bring in a short-wave rebroadcast from the schooner *Seth Parker* on its around the world cruise.

Another recent audition at NBC consisted of a Viennese operetta (one of a series by Oskar Straus, Franz Lehar, and others on which Frank Black has the American rights) for Lucky Strike cigarettes. So far the network has not cleared time for this program.

KNX Boosts to 50 kw.

EFFECTIVE April 27, KNX, Hollywood, increased its power to 50 kw., the maximum allowable for regular operation, under a decision of the Radio Commission April 20. Heretofore operating with 25 kw., the station, which recently installed a new transmitter plant and is now erecting a new studio plant, was prepared to boost its power immediately. Its clear channel of 1050 kc. is one of the two U. S. waves which Canada has indicated it will use, assigning a low power station in the east to that wave. This is not expected to create any interference.

Government's TV[A] Signs With Agenc[y]

Use of Radio Undetermine[d] In Promotion Campaign

DAVID E. LILIENTHAL, director of the Tennessee Valley Authority, announced Apr. 23 that the Authority had entered into a contract with Young and Rubicam, Inc., New York. It is believed that this is the first time a department of the federal government has retained an advertising and merchandising agency for consulting services.

Mr. Lilienthal said that the agency will assist TVA in planning a campaign to promote the greater use of electricity in the home and on the farm. The contract is for a period of four months, but the media to be used remains to be determined.

Young and Rubicam, Inc., is the agency which designed the emblem which Electric Home and Farm Authority will use in its program to promote the use of electrical appliances. The agency will cooperate with EHFA generally.

Mr. Lilienthal said that at the end of the four-month period, Young and Rubicam is to submit to the Authority a plan for its promotional work, which will include a coordination of efforts of manufacturers, dealers and utilities. The contract provides for a broad cooperation between the Tennessee Valley Authority, EHFA and Young and Rubicam.

Negotiations for the contract were carried on by Mr. Lilienthal, George D. Munger and William B. Phillips for EHFA, and by S. S. Larmon, C. L. Whittier and Donald Payne, for the agency. Executives of Young and Rubicam, accompanied by staff artists and merchandising specialists for the agency, were in Knoxville for several days in latter April working on plans with TVA and EHF officials.

KSO Goes Regional

KSO, Des Moines, goes into the regional class shortly as a result of the Radio Commission's decision April 20 authorizing it to shift from the local frequency of 1370 kc. to the regional channel of 1320 kc. and to increase its power to 250 watts full time. The shift is scheduled to occur 20 days after the date of grant, or on or about May 10. Chairman Sykes dissented from the decision on quota grounds. KSO, which is an NBC-WJZ outlet, is operated by the *Des Moines Register & Tribune*, which also operates KWCR, Cedar Rapids.

Standard Oil Net

STANDARD Oil Co. of Ohio, on May 1 extended its program over WLW, Cincinnati, to include WGAR, Cleveland, and WSPD, Toledo. Featuring the Sohio Melody Masters, the program is originated by WLW and will be broadcast Tuesdays, Wednesdays, Thursdays and Fridays, 6:45-7 p. m. The program started on WLW two months ago, and is placed by McCann-Erickson, Inc., Cleveland.

Pittsburgh Utility Sponsors Five Programs

By ROBERT S. McCARTY

Advertising Manager, The Philadelphia Co. and Affiliated Companies

Tests of Varied Types of Broadcasts Leads to Expansion; Service and Equipment Advertised; Good Will Won

DURING the last few years, in which radio has shown a steady gain in importance as an advertising medium, the Philadelphia Co. of Pittsburgh, and its affiliated utility companies, have increased their use of this medium from two afternoon broadcasts to five afternoon and evening periods each week, with presentations ranging from household talks to variety programs.

The value of radio advertising has been recognized by commercial advertisers, especially national advertisers, and they have been quick to realize additional sales made possible by this tremendous contact with the buying public.

Program Types Studied

THE FACT that a large part of every broadcast is essentially goodwill advertising cannot be overlooked in considering the potential advantages of radio advertising to a public uitility company. The adaptability of radio to institutional advertising, and the desirability of such a contact between a public utility company and thousands of its customers are at once apparent, but its effectiveness depends upon the listener reaction and the efficiency of the radio outlet in reaching them.

With a favorable outlet available for our use in Pittsburgh, we began a study of the types of programs to determine which was most suitable for use in advertising the Philadelphia Co. and its subsidiaries. Several have been tried, and all have proved successful in their fields.

Our first broadcast was designed to appeal to the housewife, and this feature is now in its fifth year on KDKA. The series is conducted by Miss Karen Fladoes, director of Utility Hall—the home service department of the Duquesne Light Co. and the Equitable Gas Co.—and is broadcast under the title "Utility Hall."

Women Listeners Respond

MISS FLADOES is on the air for 15 minutes each Wednesday and Friday afternoon at 4:15, and although the subject of most of her talks deals with cookery, the period occasionally is given over to a timely subject such as house cleaning, home lighting, refrigeration or marketing. Discussion of the subject usually occupies 10 or 12 minutes of each period, with the remaining few minutes used for the reading of recipes.

The women of Pittsburgh and the surrounding district have responded enthusiastically to these programs, and many of them utilize the service of the companies. Requests for information and recipes have continually increased, and in February, of this year, the

MR. McCARTY

home service department answered more than 1,500 such requests. We feel certain that the Utility Hall broadcasts do much to promote the sale and satisfactory use of gas and electric appliances, and the good will aroused among our women customers is of inestimable value.

With the Utility Hall series definitely a success, we planned to extend our radio activities to include promotion of gas and electric merchandising and load building, and institutional advertising. In October, 1933, we accordingly instituted two quarter-hour evening programs over KDKA.

Institutional Campaign

WE WERE fortunate in obtaining the period immediately following the popular "Amos 'n' Andy" program, and each Tuesday and Thursday evening at 7:15, Miss Lois Miller, popular Pittsburgh singing organist, presents a concert of organ melodies. Continuity promoting our Better Light-Better Sight Campaign, refrigeration, radio and other utility merchandising is interspersed among the musical selections. The value and popularity of this series was attested by the number of requests received for a home lighting chart offered during the Better Light-Better Sight drive.

Radio was given a most important part in an institutional campaign of considerable magnitude which we planned at the beginning of this year. Large scale advertising in the daily newspapers and occasional advertising in the community and foreign language papers was to supplement the radio campaign.

For this series, we chose a half-hour evening program on KDKA to replace one of the already established 15-minute broadcasts of organ melodies. Thus, in January, of this year, Pittsburgh Varieties went on the air and is heard every Tuesday at 7:15 p. m. Each program presents outstanding Pittsburgh vocal and instrumental talent, a three-minute talk and a short dramatic sketch. Instrumental music is furnished by a 14-piece orchestra, with the occasional use of the pipe organ. Vocal talent includes soloists, trios, quartets and choral groups.

Prominent Guest Speakers

THE GUEST speakers are outstanding representatives of Pittsburgh's cultural, financial, educational, industrial and professional fields, and the educational value of their talks has drawn favorable comment in many quarters. The short sketches dramatizing interesting features of gas and electric service are another feature which aids in building better public relations.

On April 18, we inaugurated another distinctive program promoting electric refrigeration, and broadcast under the auspices of the Electric Refrigeration Bureau. This also is a weekly broadcast, bringing Miss Nancy Martin, popular personality singer and pianist, to the air each Wednesday at 7:15 p. m.

Surveys were conducted for both the variety and the organ programs after they had been on the air for several weeks. These show that the number of listeners on our program ranks high when compared with the listeners on network programs in Pittsburgh.

Secrets of Successful Radio Cooking School . . .

By LAURA JUDD BRYANT*
Director, Service Division, Union Gas & Electric Co., Cincinnati

THE PROGRAM broadcast by the Union Gas & Electric Company is on the air twice weekly, Tuesday and Thursday mornings at 9:45 o'clock for 15 minutes. This is quite an orthodox schedule. We favor the 15-minute program, although we realize that there are various good reasons for using a longer period, as a half-hour broadcast. However, if we were to expand our activity, we would increase the number of weekly talks rather than increase the length of our present programs. We believe that four or five 15-minute broadcasts each week would result in just about the maximum return.

The 15-minute period gives just time enough for four recipes, which, judging from our experience, is about the right number, both from our standpoint and from that of the listener.

In our WCKY programs, we have found a way of eliminating the complete pauses which so often injure the effectiveness of a radio cooking school. In planning our program, we first listened to many others, and learned that practically all of them were monologues. The home service expert conducting the program would give one of the ingredients and then pause until the listeners had time to write down what was said. Then another ingredient, and another long wait. Naturally, this resulted in a somewhat jerky program.

We felt that this should be corrected in some way. Finally, we decided to use a dialogue style of program. For instance, in one series of programs, we created the character of a housewife, none too well informed on the subject of cookery. She would call up the Home Service Division, and I, as director, would answer the telephone. After some preliminary conversation, I would begin to give her the recipes. As I named an ingredient, she would write it down, repeating it aloud as so many people do. Her murmur filled with sound what would otherwise be a void on the program. The person repeating actually wrote down everything. In this way, we were sure to allow enough time for the listeners to make their notes.

On another series of programs, we created a semi-secretarial character. She asked me questions about recipes and requests which have come through the mail. In answering her questions, I, of course, gave the recipes to the listening audience. She, too, would copy down all ingredients and instructions, repeating them as the other character had done.

Advertising Made Easy

WE HAVE discovered another great advantage of the two-person type of program. And that is the way it permits the introduction of advertising, naturally, comfortably, and effectively. During the conversation of the two characters, the home service director and the other person on the program, advertising of various appliances can easily be introduced. For example, something can be said about a service offered by the sponsor. In a purely conversational manner, prompted possibly by questions, the home service director can explain the features of the service and how it may be obtained.

It would not be nearly so effective if the regular announcer would say the same things, either at the start or at the conclusion of the program. Moreover, it would be difficult to introduce any advertis-

(*Continued on page* 20)

* Excerpts from a talk made before the Home Service Conference of the American Gas Association at Chicago, April 13-14.

12,000 Respond To Watkins' Offer On One Broadcast

Initial Program on WABC Had No Prior "Build-Up"

RECORD response to a one-station, one-time radio offer was recently achieved by R. L. Watkins Co., New York, on the initial broadcast of its current series for Watkins' Mulsified Cocoanut Oil. Twelve thousand requests for samples poured in within seven days after the offer was made on this new program to a "cold" audience. The program, heard over WABC, New York, was created and directed by Topping & Lloyd, advertising agents.

Prior to this April 2 broadcast, there had been virtually no advertising released on behalf of Mulsified Cocoanut Oil in the last two years. It was said that the new radio campaign over CBS is the spearhead of one of the most aggressive advertising drives in the company's history.

No Previous "Build-Up"

THE SUCCESS of the initial broadcast is considered the more remarkable because the program went on the air without prior announcements or "build-up" of any kind. The period selected for the trial was a half-hour on Mondays at 10:30 p. m.—a particularly interesting selection, since there are now five consecutive half-hour programs on WABC on Monday evenings. The first half-hour program starts at 8:30; the fifth is the Mulsified program, starting at 10:30.

The new campaign is built around the slogan, "Don't let a sick scalp ruin your complexion." In the first broadcast, the sponsor offered to send, upon request, a small bottle of Mulsified Cocoanut Oil. Six thousand requests were received the next morning. An additional 6,000 requests came in during the remainder of the week.

A notable feature of the returns was that many letters were on fine-quality crested and monogrammed stationery, and some bore the signatures of social registerites. Letters came from virtually all the best hotels in New York—a significant sidelight on the growth of the radio listening habit in hotels. A number of prominent New York women congratulated the sponsor on its program, but without taking advantage of the sample offer.

The program features Lillian Roth, popular songstress of stage and screen; Edward Nell, Jr., baritone; and the pianists Ohman and Arden, who have formed a large orchestra of radio instrumentalists for the series.

Defer Time Cut

PENDING further study, the NBC has decided to postpone indefinitely the effective date of its order to reduce the time consumed for station breaks from 20 to 10 seconds. Originally scheduled for June 1, it became evident that complications might develop if the time was cut in half, unless there is proper coordination within the network.

WLW to Dedicate New 500-kw. Plant May 2; Tests Extended to Aug. 1

WLW's new 500 kw. transmitter—the most powerful broadcasting station in the world—will be formally dedicated May 2 at Cincinnati. Among those planning to attend the dedication are Vice Chairman Thad H. Brown and Harold A. Lafount, of the Radio Commission. A special dedicatory program will be broadcast over the NBC-WJZ network.

The opening date was set, following action by the Commission April 17, giving the Crosley Radio Corp. special experimental authority to operate with the superpower until August 1. During these broadcasts the Commission will study the effects of the high-power operation to ascertain whether the use of this power will be feasible for regular, rather than experimental license.

In addition to the dedication of the new transmitter at Mason, O., Powel Crosley, president of the Crosley corporation, planned a banquet for his guests.

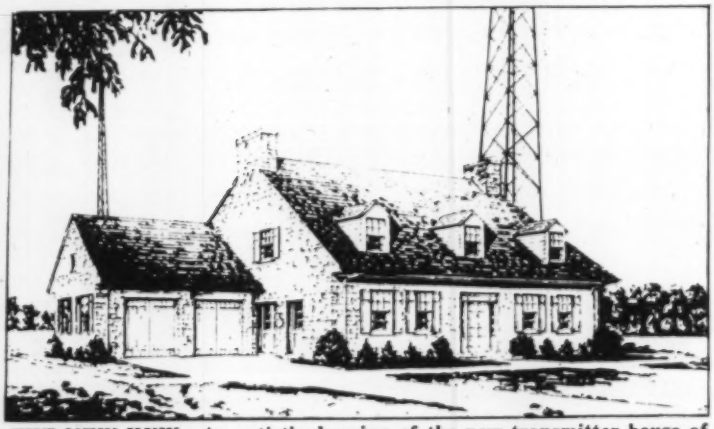
For several months WLW has been operating with 500 kw. power under experimental authority during various periods of the day and night. The station is ten times as powerful as the strongest of the regularly licensed U. S. stations.

AFA Radio Meeting

EDGAR KOBAK, president of the Advertising Federation of America, recently elected sales vice president of NBC, has announced the appointment of Charles E. Murphy, AFA treasurer, as general chairman of the program committee of the AFA convention to be held in the Hotel Pennsylvania, New York, June 17 to 20, inclusive. Among group meetings, tentatively scheduled for June 19, will be a radio meeting under the auspices of the NAB. President Alfred J. McCosker, WOR, has appointed Arthur B. Church, KMBC, as chairman of the program committee. Philip G. Loucks, managing director, is cooperating with Mr. McCosker and Mr. Church in preparing the program.

WMAQ Gets 50 kw.

WMAQ, Chicago, on April 27 was authorized by the Radio Commission to increase its power from 5 kw. to the maximum of 50 kw. Hearing on this application was held April 25. The Commission also authorized WMAQ to move its transmitter to the present site of KYW, Chicago, at Bloomingdale Township, Ill. This site will be vacated by KYW upon its removal to Philadelphia, now in process.



THE NEW KYW—An artist's drawing of the new transmitter house of KYW, now being removed from Chicago to Philadelphia by authority of the Radio Commission. The transmitter site is in Whitemarsh Township, Pa., out in the open country northwest of the city limits.

REMOVAL of KYW from Chicago to Philadelphia, pursuant to authority from the Radio Commission approving the new transmitter site. is now under way, according to an announcement April 18 by Westinghouse Electric & Manufacturing Co., licensee of the station. It is scheduled for completion Oct. 27, KYW continuing to operate in Chicago until then.

The site of the new station is at Whitemarsh Township, Montgomery County, northwest of the city limits. The station is expected to become an outlet for one of the NBC networks. It operates on the 1020 kc. clear channel with 10 kw., and was ordered removed from the fourth zone to the second as a step toward more equitable distribution of broadcasting facilities in accordance with the Davis amendment and the Commission's quota system.

Selection of the site was made after extensive tests by Westinghouse engineers with a "balloon antenna" to determine reception strength, directional effects and natural phenomena peculiar to the area. R. N. Harmon, general engineer of Westinghouse stations, supervised the tests. The balloon antenna is a small blimp which carries aloft a thin, strong wire which serves the dual purpose of a guy wire to hold the balloon, and a broadcasting antenna. It was first used last year at KDKA.

The transmitter building was designed by Lockwood Greene Engineers, Inc. The architecture is early colonial. Built of stone, it has the appearance of a fine residence.

E. H. Gager, formerly with WENR and the Century of Progress radio detail, has been appointed resident engineer at Philadelphia, in charge of the removal of KYW to its new location. He has established headquarters at 6612 North Eighth Street.

Levy Will Explain Copyright Parleys

ASCAP Conversations So Far Fail to Produce Accord

THE STATUS of the informal copyright conversations between the American Society of Composers, Authors and Publishers and Isaac D. Levy, NAB treasurer, will be outlined by Mr. Levy at the next meeting of the NAB board of directors in Washington, May 14. Procedure in the immediate future, in connection with copyright activities also will be discussed following Mr. Levy's report.

Conventions Held

MR. LEVY, as well as counsel for both NBC and CBS, have held intermittent conversations with the ASCAP officials, including E. C. Mills, general manager; Gene Buck, president, and Nathan Burkan, general counsel. A variety of proposals for new methods of assessment were discussed, but no agreement was reached, it is understood.

The present broadcasting contracts, invoked in September, 1932, do not expire until 1935. In addition to flat sustaining fees, which are said to net ASCAP in the neighborhood of $1,000,000 annually, these contracts call for 4 per cent of the "net receipts" of stations for the sale of commercial time for this year. Beginning next September, the contracts enter their last year, and stations will be required to pay 5 per cent of their net receipts, plus sustaining fees, for the right to perform ASCAP music.

Suit to Be Pushed

MEANWHILE, final preparations are being made for prosecution of the suit of WIP, Philadelphia, against ASCAP, seeking dissolution of the combine as an illegal monopoly in restraint of trade. The suit is pending before the Federal District Court for the Southern District of New York, but no date has yet been set for the trial. Conferences recently have been held for preparation of the evidence, with Joseph C. Hostetler, of Cleveland, law partner of Newton D. Baker; Philip G. Loucks, NAB managing director, and Oswald F. Schuette, president of the NAB-organized Radio Program Foundation participating.

Inquiries at both the Department of Justice and the Federal Trade Commission brought responses that both are still actively engaged in their investigations of ASCAP to ascertain whether it is an illegal monopoly and whether court proceedings should be instituted. The Trade Commission's report, it was learned, probably will be completed this month.

Nelson Heads KOA

FREEMAN H. TALBOT has resigned as manager of KOA, the NBC-operated station in Denver, and is now on a three-months' leave of absence. At the end of this time he will take up a position in the network's Chicago offices. A. E. Nelson, formerly manager of WIBO, Chicago, is the new manager of KOA.

Lehn & Fink Upsets Summer Bugaboo

'Hall of Fame' Series to Continue With Seasonal Product; Program Has Increased Sales 30% This Year

CONSPICUOUS among the advertisers who will be using radio on an increased scale, in fact, more than any other medium during the coming summer months, is Lehn & Fink, Inc., New York, which is continuing the "Hall of Fame" series on 41 NBC-WEAF and supplementary stations Sunday nights. It will, however, promote different products, now that 13 weeks of the series have been devoted to Hind's Honey and Almond Cream.

Lehn & Fink has a long record as a radio advertiser, having supported a 15-month campaign from November, 1928, to January, 1930, and it has since been on NBC in the spring for two 13-week periods. In addition, it has used time on CBS since early 1931 for Pebeco toothpaste. Previously, no series has been maintained through the summer months without a break, though the intervals between the end of the spring campaign and the beginning of the fall programs has been growing shorter each year. Pebeco, at present, is being advertised on a special three-station hookup comprising WGN, WLW and WOR, since it is felt that the product's acceptance is greatest in the metropolitan areas, and through these three stations "big city" dwellers can be reached most effectively.

Pushes Seasonal Sales

THE NETWORK program, which opened Jan. 7 with Katharine Hepburn, carried through until April 8 for the Honey and Almond Cream. Since then, and for the balance of the succeeding 13 weeks, Lysol will be the product promoted. The approach is entirely different from that used for the cream. In the first place, Lysol has been established on the market since 1889, is largely a seasonal product, and has always had its greatest sales during the "spring cleaning" months. This is the first time that Lysol has ever been advertised on the air and the campaign therefore represents an effort to accentuate a seasonal sales increase, which is expected in any event.

The product began with a specialized market among doctors and hospitals, and only when it had been established in this field for many years was its sale extended to the general retail market. In order to maintain its former acceptance, for bulk sales to hospitals, it is necessary to avoid the impression that it is simply a proprietary article prepared primarily for retailing. The "Hall of Fame" commercials, therefore, are designed to maintain the prestige of the product rather than to boost sales directly, it being felt that the latter result will inevitably follow the former.

Health Specialists Speak

PROMINENT health specialists speak briefly on the programs on the necessity for, and the uses of, disinfectants, and the commercial announcements will be virtually confined to tying in Lysol with the general statements applying to disinfectants. Lehn & Fink feels that radio is in many ways a public service, and that it is entirely appropriate, therefore, to make a contribution to the improvement of public health by presenting specialists of the highest repute on these programs.

In addition to the fact that a "prestige program" is believed certain to increase sales without the use of pressure selling on the air, the air program during the current months will introduce Lysol to a public that has never been reached before during magazine campaigns.

In previous years magazine space has represented the heavy artillery in Lehn & Fink's campaigns. This year, for the first time, radio steps to the front, expenditures for this medium leading the appropriations for all others. Elaborate and thorough merchandising methods have been used in connection with the "Hall of Fame," and the result has been an increase in the sales of Pebeco, Lysol and Honey and Almond Cream amounting to approximately 30 per cent this year.

Change Held Beneficial

"SPENDING an unusual proportion of our appropriation for radio advertising this year, we find that the change from the advertising methods employed for our products in previous years has been quite beneficial to our sales," said H. H. Proskey, Sales Manager for Pebeco, Lysol, Hind's and Lehn & Fink specialties. "We had been long and consistently a user of magazine space, and it is safe to say that while there is no such thing as advertising saturation—so soon does the public forget—our products were certainly well known to a great proportion of the magazine-reading public.

"Radio has not only enabled us to approach the same market from a different angle, but has also opened up an additional market of non-magazine readers. Just how large this is, of course, no one can

(*Continued on page* 19)

Most NBC Accounts Contract for Time Through Summer . . .

AN ANALYSIS of the client list of NBC, prepared especially for BROADCASTING reveals four companies as veterans of sponsored broadcasting that have been on the air continuously for seven years or more. At the head of the list is the Metropolitan Life Insurance Co., of New York, which has been an advertiser since March, 1925, without interruption, and dates its first air campaign from January, 1923.

Sixteen companies have been continuous advertisers for four years or more and of these 10 companies, or 62.5 per cent, have already contracted for time during the coming summer. About the same percentage among more recent additions to the list of network advertisers have already decided on campaigns during the record summer that is just ahead for radio.

In the following list, which shows the histories of NBC advertisers at a glance, are 48 which have been on the air for a year or more, and 32 among these—indicated by an asterisk—are under contract for time this summer. Appended is a further list of 29 companies whose radio history is of less than a year's duration which have continuing contracts, or a total of 61 for the two categories:

Seven Years or More Continuous

Advertiser	*Date First Broadcast*	*Continuous Since*
Metropolitan Life Insurance Co	January, 1923	March, 1925
*General Foods Corp. (Subsidiary companies on prior to General Foods)	June, 1926	June, 1926
Great A & P Tea Co.	March, 1924	March, 1924
*Cities Service Co.	December, 1925	February, 1927

Six Years or More Continuous

*Standard Oil of California	October, 1927	October, 1927
Socony-Vacuum Corp.	November, 1927	November, 1927
General Motors	March, 1927	November, 1927
*Colgate Palmolive Peet	January, 1923	December, 1927

Five Years or More Continuous

*Northwestern Yeast Co.	March, 1929	March, 1929

Four Years or More Continuous

National Sugar Refining Co.	September, 1929	September, 1929
*Armour & Co.	August, 1929	August, 1929
*Pepsodent Co.	August, 1929	August, 1929
*Standard Brands, Inc.	January, 1928	September, 1929
*General Mills, Inc.	September, 1925	October, 1929
Gilmore Oil Co.	January, 1930	January, 1930
*Wildroot Co.	October, 1929	October, 1929

Three Years or More Continuous

*Tastyeast, Inc.	May, 1930	May, 1930
*General Petroleum	September, 1928	August, 1930
*Pacific Coast Borax	September, 1930	September, 1930 (exception Aug., 1930)
Kellogg Co.	April, 1925	September, 1930
*Lamont Corliss & Co.	September, 1930	September, 1930
*Safeway Stores, Inc.	November, 1930	November, 1930
*Campana Corp.	December, 1930	December, 1930
*Household Finance Corp.	January, 1931	January, 1931
M. J. B. Co.	August, 1929	January, 1931
Swift & Co.	February, 1931	February, 1931
*Caswell, George W. & Co.	March, 1931	March, 1931
*Richfield Oil Co. of Calif.	April, 1931	April, 1931
*Wander Co.	April, 1931	April, 1931
Larus & Bros.	April, 1931	April, 1931

Two Years or More Continuous

*Carnation Co.	May, 1931	May, 1931
*Lady Esther	September, 1931	September, 1931
*Bayer Co. (Sterling Prod.)	October, 1931	October, 1931
*Wesson Oil & Snowdrift	January, 1931	November, 1931
*Texas Co.	June, 1928	January, 1932
*Sinclair Refining Co.	February, 1932	February, 1932

One Year or More Continuous

*American Home Prod. (R. L. Watkins)	May, 1927	November, 1932
Folger, J. A. & Co.	October, 1932	October, 1932
*Gulf Refining Co.	April, 1933	April, 1933
*Hudson Motor Car Company	February, 1933	February, 1933
National Dairy Products (Kraft Phenix)	March, 1929	October, 1932
Langendorf United Bakeries	January, 1933	January, 1933
Moore, Benjamin & Co.	January, 1931	February, 1933
Morris & Co., Philip	April, 1933	April, 1933
Paraffine Cos.	September, 1932	September, 1932
*Premier Pabst Sales Co.	September, 1932	September, 1932
*Real Silk Hosiery Mills	February, 1933	February, 1933
*Sun Oil Co.	February, 1930	June, 1932

* Under contract for time this summer.

Other Summer Advertisers—1934

AC Spark Plug Co., B. T. Babbitt Co., Bauer & Black, Continental Oil Co., Crazy Water Hotel Co., Fels & Company, Firestone Tire & Rubber Co., F. W. Fitch Co., General Tire & Rubber Co., Health Products Corp., House & Seager Co., Lehn & Fink, Luxor, Ltd., J. W. Marrow Manufacturing Co., MacFadden Publications, Inc., Dr. Miles Laboratories, The Molle Company, Occidental Life Insurance Co., Palmer House, Pet Milk Sales Corp., Plough, Inc., Princess Pat, Ltd., Procter & Gamble Co., Quaker Oats Co., Red Star Yeast Product, Rieser Company, Harold F. Ritchie (Eno Salts), Sterling Products (Phillips), U. S. Tobacco Co.

Code Authority to Draft Reply To NRA Wage Proposal May 2

"Suggestion" Expected to be Held Untenable; Code Eagles Ready; Studio Survey Starts

FORMAL REPLY to the letter from NRA suggesting that the broadcasting industry adopt a substantially shorter work week together with a 10 per cent blanket increase in wages will be drafted by the Code Authority for the broadcasting industry during its meetings in Washington beginning May 2.

It is a foregone conclusion that the Code Authority will hold that the "recommendations" made by Division Administrator Rosenblatt of NRA are untenable in that they would impose upon the industry a burden which many stations would be unable to carry. Roughly, it is estimated that if the recommendations were adopted, a 25 per cent increase in personnel and an annual payroll boost of nearly $3,000,000 would be necessary.

Would Boost Time Rates

THE ROSENBLATT "suggestions" were made in a letter to the Code Authority under date of March 21 and signature of William P. Farnsworth, deputy administrator in charge of the code. It aroused a storm of opposition from all elements in broadcasting, since the boosting of station and network overhead expenses unquestionably would lead to increased time rates.

An editorial attack on the proposal published in the April 1 issue of BROADCASTING was challenged by Mr. Rosenblatt in a letter published in the April 15 issue, in which the official admitted, however, that he was fully aware of the "splendid cooperation" which NRA has received from the broadcasting industry and that the industry deserves praise for what it has done not only to reach but to pass the 1929 employment and wage peaks.

In addition to the Rosenblatt communication, the Code Authority will consider a proposal by NRA Administrator Hugh S. Johnson that the industry consider a reduction of 10 per cent in the hours of labor without an accompanying reduction in wages. Among other subjects on the agenda are complaints arising out of alleged violations of the trade practice provisions of the code, consideration of a questionnaire having to do with wage and labor conditions of artists and performers and the drafting of the second portion of a report to NRA on the status of broadcast technicians under the code.

President Backs Fees

WITH the new Code Eagle replacing the Blue Eagle as the NRA symbol effective May 1, considerable significance attaches to the executive order issued by President Roosevelt April 14 providing for approval by General Johnson of all budgets and assessments of Code Authorities for financing the administration of codes and making failure to pay code assessments a violation of the National Industrial Recovery Act. In the case of the broadcasting industry, General Johnson on April 3 approved the rules and regulations drafted by the Code Authority, including the provision for payment by stations of their assessments.

While the Radio Commission station log shows approximately 600 licensed stations, there are actually 585 operating entities. Of these, however, some 30 have been exempted from Code Authority assessments because they are noncommercial educational or religious stations. Thus, of approximately 550 commercial stations required to pay assessments, about 420 already have complied by remitting to the Code Authority, according to James W. Baldwin, executive officer of the code board.

The President's executive order specifies that employers who have not contributed to their code authorities shall not be entitled to the Code Eagle. It states also that employers shall be required to pay assessments to only one code authority, which, in the broadcasting industry may lead to complications because of the substantial number of stations which are operated by parent companies in other lines of activity and therefore subject to other codes.

The Code Eagle is identical with the Blue Eagle, except that the legend "We Do Our Part" is replaced by the single word "Code." Beneath the word "Code" will appear the name of the industry, such as "Radio Broadcasting," and directly under that will be the registration number assigned the particular code member.

In a letter to every employer in connection with the Code Eagle, General Johnson said: "Its display by you will inform the public that you are cooperating with the vast majority in stamping out unfair practices and methods of competition, and in giving your employes a square deal by paying code wages."

Accompanying General Johnson's letter was a simple application card, addressed for return to state NRA compliance directors, and an instruction sheet outlining the procedure to be followed in obtaining an eagle. It was stated that ample quantities of the insignia are being printed and will be in the hands of state directors for distribution as soon after May 1 as applications for them can be cleared.

The code eagle instructions emphasize that "it will not be issued to anyone who is violating a code or agreement" and that "the right to continue to display it depends on continued compliance." The Code Eagle, it is stated, is the property of the United States government.

In line with plans worked out at joint meetings of the code authorities for the broadcasting, motion picture and legitimate theatre industries, Mr. Baldwin on April 23 sent to all stations and networks a brief questionnaire relating to studio audiences.

"It is the contention of some people," he said in his letter of transmittal, "that the admission of visitors to radio program performances is unfair to the motion picture and legitimate theatre industries. The Code Authority, after considering the matter, agreed that the subject was one on which all broadcasters should be allowed to express an opinion. It was further agreed that the Code Authority was in need of certain statistical information to enable it to determine the full scope of the questions involved.

"For these reasons it is requested that you furnish us with the information requested in this questionnaire on or before June 1, 1934."

Text of Questionnaire

THE QUESTIONNAIRE follows in full text:

1. Do you, directly or in cooperation with sponsor, as a regular practice, admit visitors to witness radio program performances? (This includes program performances given regularly either in your main studios or in special accommodations) .....

A. What is the average number of visitors admitted to witness such program performances per month? .....

B. What is the maximum number of visitors you can accommodate at any one performance? .....

2. If not as a regular practice, do you, on occasion, directly or in cooperation with sponsor, admit visitors to witness radio program performances? .....

A. What is the average number of visitors admitted to witness such program performances per month? .....

3. If you do admit persons to witness radio program performances check below your reason for such practice:

A. At the request of sponsor.
B. For station good will.
C. Primarily for the entertainment of visitors.
D. (Add here any other reason) .....

4. Are visitors required to pay for admission? .....

A. If so, what percentage of totals given in:
1 A? .....
2 A? .....

5. If you do admit visitors to witness radio program performances, would the denial of this privilege, in your opinion, interfere with the sale of your station facilities? .....

Racketeering Charged

COMPLAINTS have been made to the Code Authority alleging employment of racketeering methods in Chicago in connection with efforts to unionize technical employes of stations and networks. The complaints were that a "campaign of intimidation" is being waged and that operators and engineers of a number of stations have been attacked and threatened by purported gangsters with the objective of forcing them to join a trade union. These charges, it is understood, will be transmitted to NRA labor board.

Osborne Bond Resigns Agency Position to Join Petry Co. in New York

Mr. Bond

OSBORNE B. BOND, for the last two years director of media for Calkins & Holden, New York Agency, has joined the New York offices of Edward Petry & Co., Inc., station representatives.

Mr. Bond's agency activities date from 1921, when he was assistant to the space buyer at McKim, Ltd., Montreal. Coming to New York in 1924 as space buyer for Hanser-Churchill Agency, he brought much knowledge of Canadian markets and media with him. For six years prior to joining Calkins & Holden, he was space buyer with Richardson, Alley and Richards Co.

In addition to the usual newspaper, magazine and trade paper lists, Mr. Bond has purchased outdoor advertising and radio—both network and spot. He has spent much time in many cities in an effort to study at first hand the local angles of radio as a medium for spot broadcasting. His appointment is in keeping with the policy of the Petry company to staff its offices with men of wide experience in the advertising field.

First Quarter Network Revenues

Following are the comparative monthly receipts of each network during the first quarter periods of 1934 and 1933*:

FIRST QUARTER

1934	CBS	NBC-Red	NBC-Blue
January	1,405,948	1,300,708	988,503
February	1,387,823	1,184,871	902,866
March	1,524,904	1,332,482	1,035,321
	4,318,675	3,818,061	2,926,690
% Increase	51.9	28.6	24.2
1933			
January	941,465	1,031,373	752,052
February	884,977	908,531	744,209
March	1,016,102	1,028,935	859,562
	2,842,544	2,968,839	2,355,833

*These totals do not include billings for broadcasts limited to the Pacific coast, which represent less than 3 per cent of the networks' totals.

Travel for Sponsor

FLEET-WING OIL Corp., Cleveland, is sponsoring the team of "Al and Pete" on WLW, WTAM, WSPD and KDKA in a campaign recently started. Between their broadcasts the radio team is making personal appearances at clubs, theaters, and dealer meetings. The account is handled by the Cleveland office of McCann-Erickson, Inc.

NBC Reports on its Varied Services

Affiliates Used 331,919 Hours of Net Programs in 1933; Advisory Council Informed of Developments

Mr. Aylesworth

AFFILIATED stations of the NBC networks broadcast 331,919 hours of NBC programs during 1933 — enough material to supply a single full-time station more than 51 years. During a typical month, December, 11 hours and 42 minutes of NBC network programs were included in the average broadcasting day of its associated stations. Seventy-seven per cent of these were sustaining programs.

These are some of the facts brought out in the report of M. H. Aylesworth, NBC president, submitted April 18 to the eighth annual meeting of the NBC Advisory Council, consisting of distinguished men and women from various parts of the country.

There were 87 stations associated with NBC at the close of 1933. The number of network programs produced totaled 46,367, an average of 127 programs a day, representing 504,908 appearances before NBC microphones—an average of 11 persons appearing on each program.

Radio Held Indispensable

BROADCASTING has come to be indispensable to the conduct of American life, and especially so in times of difficulty, Mr. Aylesworth stated. A transition has occurred in the country's whole mental outlook during the last year, he said, and broadcasting has played a two-fold role in helping to bring this about: It has reflected the changes which were taking place and it has been the interpreter of these changes and so helped to clarify the issues which have succeeded each other with almost bewildering rapidity.

Members of the Advisory Council of the NBC are: Newton D. Baker, Paul D. Cravath, Henry Sloane Coffin, Walter Damrosch, John W. Davis, Francis D. Farrell, William Green, James G. Harbord, Robert M. Hutchins, Morgan J. O'Brien, Henry S. Pritchett, Henry M. Robinson, Elihu Root, Mrs. John D. Sherman, Felix M. Warburg and Owen D. Young, chairman.

In his report to the council Mr. Aylesworth referred particularly to radio's part in bringing the government and the people closer together.

Government to the People

"NEVER before," he said, "has the national government been brought closer to the American people. The corollary of this is that never before has there been such a wide and direct participation by the American people in questions affecting the nation's welfare.

This would not have been possible had it not been for the National Broadcasting Co.'s policy, approved by the council, of seeking always the presentation by representative spokesmen of various points of view.

"While 99 per cent of our correspondence, which runs into millions of letters and telegrams, is of a congratulatory nature, the one per cent of complaint or of unfavorable criticism is looked upon as most important, receiving very serious consideration."

In discussing the trend of sponsored programs, Mr. Aylesworth said:

"The recognition by industrial sponsors of the Metropolitan Opera broadcasts, the leading symphony orchestras and the great artists of concert halls, gives to our people, along with the great diversity of fine entertainment, a complete radio service which is unexcelled in the world.

"In the field of agriculture not only has the National Farm and Home Hour continued to attract millions of listeners who are directly benefitted by the service of information and expression of varied views on problems of the farm and the community, but it has been the means of bringing the city and the country dweller together. Here, where a lack of understanding has sometimes existed in the past in our country, they now both find a common meeting ground for mutual discussion and enjoyment."

Educational Programs

THE VOLUME of educational programs over the radio is far greater than the majority of people imagine, Mr. Aylesworth said.

"When I speak of radio education," he explained, "I mean the radio programs in the homes of our people—those to the housewife dealing with the family budget, the care of the home and the training of children; the radio programs dealing with public affairs, governmental activities, the general agricultural discussions and debates on important questions.

"Education by radio in the school room must of necessity be generally localized to the community where the curriculum and local time make possible broadcasts that do not interfere with local school activities or with the established course of study. In other words, radio in the school cannot assume the place of the school teacher in the classroom.

"On special occasions, outstanding national radio broadcasts may be heard in the classroom which serve to put the classroom in touch with the world of public affairs. Instances of this occur where a member of the cabinet or the President of the United States addresses the nation.

Schooling for Adults

"THE PRIME importance of so-called radio education is in programs to adults dealing with a much broader phase of the term 'education' than that known in the classroom or university. It is here that radio can best serve all the people of our country. The programs which are of the greatest value are those that definitely serve the most immediate need. We have learned this if we have learned nothing else over a period of seven years in broadcasting.

"I believe that we should organize the field of popular education so that there should be brought to the American people a well conceived and completely rounded out project embracing the type of instruction and information which will widen mental horizons, increase individual capacities for self-improvement and tend to be of the greatest ultimate service to the community."

In summing up the activities of last year, Mr. Aylesworth reiterated the improvements in service which radio has given the American people.

Freedom of Expression

"IN NO country in the world," he said, "do we find a freedom of expression, a constant striving for the presentation of both sides of national, state and even community issues, a willingness to perform unselfishly a public service, exceeding our own in excellence.

"The fact that the people of our country have provided themselves with more than 18,000,000 receiving sets (more than all the receiving sets possessed by all other countries combined) is a living testimonial to the hearty approval which the American plan of radio broadcasting is being accorded."

Also submitted to the council during the meeting were reports on agriculture, education, labor, music, religious activities and on women's activities.

Excerpts from these reports follow:

AGRICULTURE

By Francis D. Farrell
President, Kansas State Agricultural College

That the public is interested in the agricultural broadcasting service and appreciative of it is shown convincingly by hundreds of thousands of letters from listeners and from the officers of the organizations that participate in the program. There is, indeed, an almost embarrassing abundance of these letters so that it is difficult to select a few for special comment.

Private citizens, business leaders, heads of farm organizations, government officials, educators and others

(*Continued on page* 36)

NBC's CABINET—Photograph taken at ninth annual meeting of Advisory Council of NBC April 18. Starting at left and reading clockwise around the table are: Dr. Francis D. Farrell, president, Kansas State Agricultural College; Mrs. John D. Sherman, past president, General Federation of Women's Clubs; Gen. James G. Harbord, chairman, RCA; Dr. Henry Sloane Coffin, president, Union Theological Seminary; Elihu Root, noted publicist and former Secretary of State; Owen D. Young (presiding), chairman, General Electric Co.; Judge Morgan J. O'Brien, former justice, New York Supreme Court; William Green, president, American Federation of Labor; Dr. Walter Damrosch, noted conductor and composer; Dr. Henry S. Pritchett, president emeritus, Carnegie Foundation for Advancement of Teaching; Dr. Robert M. Hutchins, president, University of Chicago; M. H. Aylesworth, president, NBC; and Everett Case, acting secretary of the Council.

NBC Reorganizes Sales Force, Expands Station Relations Unit

Norton Named Treasurer, Mason Adds Duties; New Setup Aims to Serve Advertisers

VIRTUALLY simultaneous announcements by NBC in the last fortnight have revealed a complete reorganization of the company's sales forces throughout the country, a change in the setup of the station relations department and appointment of Henry Kittredge Norton as treasurer. In addition, it is known that Vice President Frank E. Mason has been devoting his attention to a number of company problems entirely removed from the field of press relations, with which he has been generally identified in the past.

Described by Edgar Kobak, recently elected vice president in charge of sales, as a setup "organized to serve the convenience of the advertiser and his agency rather than that of the NBC itself," the new commercial regime puts Roy C. Witmer, formerly vice president in charge of eastern sales, in the position of operations head for all the company's sales. Mr. Kobak will devote his time to sales policies and coordination.

Sales Staff Merged

IN ALL three geographical divisions, local and national sales staffs will henceforth be merged, with all salesmen reporting to their divisional sales managers. Salesmen allocated to national accounts will service national or semi-national advertisers, regardless of whether such sponsors are buying network, spot or local time. Purely local advertisers will be served by other salesmen specializing in this type of business, but members of the same general sales staff.

It is emphasized that when the reorganization is completed—and at the time of going to press it had been effected in the eastern and central divisions—each NBC office and managed station will represent the company as a whole, instead of confining itself to spot business, as formerly.

In the eastern division, Donald S. Shaw, who previously was eastern network sales manager, will head the sales organization, though his exact title has not yet been determined. Assisting him will be James V. McConnell, whose former position was manager of local sales in the same division. Lloyd C. Thomas will act as consultant on local business.

Central Division

Mr. THOMAS, together with Roy Witmer, accompanied Mr. Kobak to Chicago when the reorganization was made for the central division. In this section Kenneth Carpenter will act as sales manager, with I. E. Showerman as assistant, and all business, whether network, spot, or local, will be under their supervision. Sales promotion, merchandising, and advertising activities will be directed by Emmons C. Carlson.

Eastern sales promotion activities remain under the direction of E. P. H. James, but are divided into four departments, headed respectively by B. J. Hauser, promotion; J. K. Mason, merchandising; W. C. Roux, advertising; and Paul Winchell, marketing.

The newly established transcription service, under C. Lloyd Egner, becomes an integral part of the sales department, and a staff is being collected to work with him in the preparation of recordings, complete with announcements, ready-made for local sponsorship.

In connection with all transcription and spot accounts, NBC assumes the responsibility for the credit, billing, and collections. Member stations, instead of billing advertisers direct, will bill NBC New York headquarters.

Public Relations Expansion

NBC will not accept business for spot or transcription accounts from advertisers whose programs conflict with the network program policies or whose requests call for schedules which are contrary to policies already in effect on NBC-managed stations.

Within two days of the announcement of the "new deal" in the commercial division, Col. Richard C. Patterson, Jr., executive vice president, made public the expansion of the station relations department, with the advancement of William S. Hedges and C. L. McCarthy to new positions.

Under Donald Withycomb, department manager, Hedges will be manager of all stations operated or managed by the company, and Mr. McCarthy becomes manager of the associated stations section of the department. "Expansion of station relations activities," Col. Patterson said, "is being undertaken with a view to establishing closer cooperation between the National Broadcasting Company and the network stations throughout the country."

Mr. Hedges' radio career dates from 1922, when he established the radio department of the *Chicago Daily News*. Later he became president of the newspaper's station WGU (now WMAQ). Since then he has been manager of KDKA, and in 1928 he was elected president of the NAB, of which he is still a director.

Mr. McCarthy has been with NBC since its Pacific Coast organization was set up in 1927. Three years later he was appointed assistant to Don Gilman, vice president in charge of west coast activities, and he has been responsible for the operation of KGO and KPO. About two months ago he left NBC to join KFI in a managerial capacity, but has resigned after six weeks to rejoin NBC in New York.

Roger W. Clipp, who has been with NBC for five years in various departments, including operations and station relations, has been appointed assistant to William S. Hedges in the management of operated stations. He is a graduate of the Wharton School of Commerce, University of Pennsylvania, and has been interested in radio for the last 10 years as an amateur and commercial operator.

Announcement of Henry Kittredge Norton's election to the treasurership was made by Col. Patterson April 20. Mr. Norton has been with NBC for five months, serving as assistant to Mark J. Woods while the latter was treasurer, and, since his promotion to the position of assistant to Col. Patterson, as assistant treasurer. Formerly Mr. Norton was a practicing attorney, and assistant to the general counsel of Armour & Company, specializing in financial matters. He is well known also as a publicist and writer on economics.

Mason Is Active

DURING the last few weeks Frank E. Mason has been working as an assistant to both President Merlin H. Aylesworth and Executive Vice President Patterson, relieving the latter of much of the responsibility for the operation of several departments, including the financial, operations, and methods, in addition to press relations, with which he has always been identified. At various times also he has been in charge of all company operations. Mr. Mason was the coordinator of the committees that set up the electrical transcription service and has represented NBC throughout the various stages of the negotiations with the ANPA and the Publishers National Radio Committee which led to the setting up of the Press-Radio Bureau.

Details of the setup, under which the San Francisco division of the sales department will operate were not available at the time of going to press, but it was known that H. F. Anderson will act as sales manager, and Roy Frothingham will have charge of sales promotion, advertising, marketing and merchandising activities.

No Bride Shortage

TONY WONS, radio star for S. C. Johnson & Sons, Inc., made in three broadcasts a surprise-package offer to those of his radio audience who were brides of one year or less. A total of 6,886 requests were received. Each package contained one small box of Johnson's floor wax, Glo-Coat, and Shi-Nup and a Johnson's double duster.

WIRE MILEAGE—This is the first complete map of American broadcasting networks connected by A. T. & T. The aerial wire plant used for network broadcasting requires 53,000 miles of wire, assigned as follows: 34,000 miles for full time service; 6,000 miles for recurring service; 8,000 miles for protection and special occasions; 5,000 spare but available for use.

Mexico Allocates U. S. Clear Waves To Home Stations

Regional and Local Channels Also Used in Shake-up

A COMPLETE reallocation of Mexican broadcasting stations, under which its 60 stations were assigned to new frequencies—for the most part those on which American stations operate—was promulgated April 7 by the Mexican Ministry of Communications and is now operative, according to official word from Mexico City.

Said to be designed to eliminate interference between Mexican stations and to minimize the confusion which has been caused to the operation of both American and Canadian outlets, the reallocation resulted in the assignment of Mexican stations on 19 U. S. clear channels. Altogether, 38 channels are being used by the 60 stations. In addition to the U. S. clear waves, assignments have been made on nine U. S. regional channels and three U. S. locals. Only one assignment was made on a Canadian exclusive, but six Canadian shared waves were allocated.

Follows Summer Parley

OF SIGNIFICANCE is the fact that all of the assignments are on the precise channels allocated in this country and in Canada. Heretofore, the Mexican allocations for the most part have been on mid-channels, or in between the frequency allocations in the United States and Canada. The precise frequency assignments were made in accordance with the agreement reached at the North American Radio Conference in Mexico City last summer at which Mexico decided to adhere to this method of allocation, despite the fact that the nations failed to agree upon a redistribution of wave lengths under which Mexico would acquire definite exclusive and shared channels.

With one exception, the stations assigned to U. S. clear waves are of 1 kw. power or below. This exception is XEMO, Tiajuana, on the 850 kc. channel, with 2½ kw. There are 10 stations of 2½ kw. or more, which in the main are assigned to U. S. regional and Canadian-shared waves. The biggest station is XENT at Nuevo Laredo, opposite Laredo, Tex., which is listed at 150 kw., and is reputed to be operated by Norman Baker, former Muscatine, Iowa, broadcaster, whose station was deleted because of objectionable medical programs. This station is assigned to the 1340 kc. channel, a U. S. regional.

Commission Survey Seen

THE DEGREE of interference which may result from the operation of these high power stations on U. S. waves is problematical. Inquiry at the Radio Commission failed to reveal any complaints from domestic stations since the shift became effective. It is believed that eventually the Radio Commission, through the State Department, will survey and report on the developments to the Mexican communications authorities.

It is felt that while the assignment of Mexican stations to the new waves does not alleviate the international radio problem materially, it appears to be an improvement over the former allocations of assignment on mid-channels only, when interference was caused with stations on adjacent channels. Proper settlement of the technical problem, it is pointed out, can come only with a definite redistribution of channels as between the North American nations so that clear channels in fact can be clear and adequate mileage separations and power allotments can be made on regional and shared waves.

Canada Benefits

RADIO officials in this country are particularly pleased over the recent action of Mexican authorities in closing down XER, at Villa Acuna, Mexico, across from Del Rio, Tex. It had been operated by Dr. John R. Brinkley, former Kansas broadcaster, whose station was deleted because of the nature of his medical advertising. Licensed for 500 kw., the station was responsible for most of the complaints about interference caused from Mexico.

Interest attaches to the fact that the new allocations include only one assignment on a Canadian exclusive channel—690 kc., occupied by CFRB, Toronto—whereas under the old allocations, Mexican stations were assigned to practically all of the half dozen Canadian exclusive waves. Whether this was done by agreement with Canada, however, is unknown.

LIPMAN WOLFE & Co., one of the largest department stores in Portland, Oreg., has taken sponsorship of "The Witch's Tale," transcriptions produced by All Star Broadcasts, New York, and placed on KGW, Portland, by the Frederick H. Schmalz agency.

Reallocation in Mexico

(Effective April 7, 1934)

FREQUENCY New	Old	Call Letter	Location	Power (watts)
560	...	XEAO	Mexicali, B. C.	250
590	585	XEPN	Piadras Negras, Coah.	50,000
610	...	XFX	Mexico, D. F.	1,000
630	...	XEZ	Merida, Yuc.	500
640	620	XEOX	Saltillo, Coah.	250
660	...	XEAL	Mexico, D. F.	1,000
690	...	XET	Monterrey, N. L.	500
710	...	XEN	Mexico, D. F.	1,000
720	...	XEFI	Chihuahua, Chih.	250
740	...	XEPR	Mexico, D. F.	250
750	...	XEMC	Merida, Yuc.	250
780	...	XEYZ	Mexico, D. F.	10,000
810	805	FXC	Aguascalientes, Ags.	250
820	830	XETW	Mexico, D. F.	500
850	1210	XETZ	Mexico, D. F.	500
860	...	XEMO	Tijuana, B. C.	2,500
890	910	XEW	Mexico, D. F.	50,000
920	760	XEOK	Tijuana, B. C.	2,500
940	...	XEFO	Mexico, D. F.	5,000
950	965	XEAW	Reynosa, Tamps.	10,000
970	1020	XES	Tampico, Tamps.	250
970	780	XEP	Mexico, D. F.	500
980	...	XEAE	Tijuana, B. C.	250
1010	1030	XEB	Mexico, D. F.	10,000
1020	1010	XEJ	C. Juarez, Chih.	250
1040	1105	XEFG	Mexico, D. F.	250
1080	990	XEAF	Nogales, Son.	250
1100	...	XEWW	Vera Cruz, Ver.	250
1120	990	XEK	Mexico, D. F.	*
1130	1132	XEH	Monterrey, N. L.	250
1160	1155	XED	Guadalajara, Jal.	500
1180	1250	XEFA	Tacuba, D. F.	500
1200	...	XEWZ	Mexico, D. F.	*
1200	1000	XEC	Toluca, Mex.	*
1200	546	XEY	Merida, Yuc.	*
1200	1010	XEU	Vera Cruz, Ver.	*
1200	1330	XEMA	Tampico, Tamps.	*
1200	1000	XEA	Guadalajara, Jal.	*
1210	1450	XEAB	Nuevo Laredo, Tamps.	*
1210	1010	XEE	Durango, Dgo.	*
1210	1370	XEFV	C. Juarez, Chih.	*
1210	630	XEMZ	Tijuana, B. C.	*
1210	1000	XEFJ	Monterrey, N. L.	*
1210	860	XETH	Puebla, Pue.	*
1280	670	XEBC	Agua Caliente, B. C.	5,000
1310	...	XECW	Mexico, D. F.	*
1310	1380	XETB	Torreon, Coah.	*
1310	500	XFA	Aguascalientes, Ags.	*
1310	1280	XEFW	Tampico, Tamps.	*
1310	1050	XEFC	Merida, Yuc.	*
1310	630	XEX	Monterrey, N. L.	*
1310	1310	XEI	Morelia, Mich.	*
1340	1115	XENT	Nuevo Laredo, Tamps.	150,000
1370	...	XEFZ	Mexico, D. F.	*
1370	1000	XEL	Saltillo, Coah.	*
1370	...	XEZZ	S. L. Potosi	*
1370	1000	XEFE	Nuevo Laredo, Tamps.	*
1420	1090	XEAI	Mexico, D. F.	*
1420	1315	XEFB	Monterrey, N. L.	*
1420	...	XEAZ	Leon, Guan.	*

* *Stations operating with power of 125 watts or less.*

Four Get Permits On New Channels

Two Denied Test Licenses; Schools Fail to Apply

FOUR of the applicants heard by the Radio Commission, sitting en banc April 4 and 5, on requests for authority to erect new broadcasting stations for operation on the recently opened 1,500-1,600 kc. band, received favorable decisions from the Commission April 20. Two others were denied. The grants are effective May 11, and the stations are to be permitted to carry sponsored programs.

Those granted waves in the new band, each with 1 kw. power, are:

American - Republican, Inc., Waterbury, Conn., 1,530 kc.

First National Television, Inc., Kansas City, 1,530 kc.

John V. L. Hogan, Long Island, N. Y., 1,550 kc.

Pioneer Mercantile Co., Bakerfield, Calif., 1,550 kc.

Those whose applications were denied:

Unity School of Christianity, Kansas City, seeking 1,530 kc., 1 kw.

Fred W. Christian, Jr., and Raleigh W. Whiston, Los Angeles, seeking 1,570 kc., 1 kw.

The Commission ordered construction permits issued for the erection of the stations, and then will issue 6-month experimental licenses to determine whether these frequencies, properly developed, are suitable for permanent broadcasting services, particularly with a view to high fidelity transmission and reception. The three frequencies in the widened band were fixed at 20 kc. spacings for this purpose.

Details of the plans of each of the applicants were fully carried in the April 15 issue of BROADCASTING.

The fact that more applicants for the newly opened wave lengths did not appear has occasioned considerable surprise, particularly in the ranks of the Radio Commission. Because it saw an opening on these waves for more college and university stations seeking to gain a foothold in radio, the Commission long before the hearings sent out 1,020 letters to about as many educational institutions pointing out the opportunity thus afforded them.

According to the Commission, only nine letters were received by the Commission acknowledging its announcement of the availability of the 1,500-1,600 kc. band. As a result of these replies, seven letters were sent by the Commission transmitting application blanks for construction permits to use one of the three new frequencies available. Not a single application blank has yet been filed with the Commission by an educational institution.

One other application for 1530 kc., filed by Robert Lowell Burch, of Salem, Ore., seeking 500 watts part time, was defaulted April 25 when applicant failed to appear or to file a statement of facts. His attorney, indicating the applicant still wants to press his case, was advised by the Commission that a petition for reopening was necessary, which he indicated would be filed.

50,000 Participate In Radio Balloting

WOR Proves Listener Poll By Power Line Practical

RADIO VOTING is an accomplished fact, reported WOR, Newark, following a Sunday night test, April 22, in which listeners in Essex county, N. J., took part. Dr. Nevil Monroe Hopkins, inventor and lecturer on electrical engineering at New York University, heading a group of members of the American Institute of Electrical Engineers, watched various types of meters in a sub-power station controlling the area, while a WOR announcer requested listeners to turn on electric lights. These recorded the additional load.

Audience of 250,000

The final test was unique in that the listeners were asked to turn off their radio receivers for three seconds and then to turn them on again. This was the real test and definitely proved the practicability of voting by radio. The scientists estimated the power factor of each receiver at 65 watts, an estimate that other observers thought was rather conservative. But at that figure, the computation showed that 50,000 receivers complied. With an average of four persons to a receiver, nearly half of the 500,000 population heard the tests.

In the method that will be used in the future, the receivers will not have to be snapped off, but the technical effect will be much the same. A button on a small reactive apparatus will be pressed instead. The only thing that remains to be done, said one of the scientists, is to install reaction factor meters for the measuring purposes.

Newspapers Ask Questions

IN THE VOTING, questions compounded by four Newark newspapers, got affirmative votes, some by great margins. The closest of them all was one asked by the *Sunday Call*: "Should state parks be established along New Jersey's coast line for the benefit of its residents?" The vote was 24,000 yeas to 22,000 nays. Forty-eight thousand persons tune in distant stations and 12,000 do not, according to a query put to listeners by the *Newark Evening New's* radio editor, Hubert R. Ede. It brought 10,000 more responses from listeners than any other question. The increase was accounted for by the additional number of listeners responding to the request for the assistance of listeners.

One of the surprises of the voting was the almost unanimous opinion of listeners that "preparedness is the best means to avert war," in response to a question by the *Star Eagle*. A similar response was given to the question put by the *Newark Ledger*: "Do you favor jury reform in New Jersey?"

KTRH, Houston, was saluted over CBS April 19 with a program including a speech by Jesse Jones, owner of the *Houston Chronicle* and chairman of the Reconstruction Finance Corp., who recently purchased the station.

FIRST LADY IN RADIO SPORTS

Skeptics Routed by Success of Woman as Broadcaster of Athletic Events for Brewery

By VICK KNIGHT
Director of Radio Production, Campbell-Sanford Advertising Co., Cleveland

Mr. Knight

WHEN the brewers of Sunrise Beer chose Marge Wilson's delineation of sports events as their contribution to Cleveland airfare over WHK, there were more than the usual number of skeptics with their inhibitions.

For after all—what could a *woman* know about things athletic?

There were two strikes on Marge Wilson when she stepped up to bat. But she caught hold of the very first pitch and planted the pill in the bleachers for a radio homerun!

No, Miss Wilson is not strictly a broadcasting anomaly. She really knows her sports. The only daughter of a football coach and a most enthusiastic follower of all that is athletic, Marge has a splendid background. Not yet old enough to vote, she nevertheless can converse readily and fluently on the accomplishments of Christy Mathewson, Cy Young, Jim Thorpe, Honus Wagner, or any other old-timer whose name pops into a symposium. This ability comes from her avidity for research work. She is an inveterate reader, a keen observer.

400 Dealers Added

FREQUENTLY a visitor at ringside, matt, field, turf and court, Miss Wilson invariably "gets a big hand" from the fans. They like her breezy style, her love for the underdog, her keen wit and word-picture analysis.

Fan mail? Mostly from men! About 20 per cent comes from women with the bulk from masculine admirers. Many confess in their letters that they were skeptical at first but since have been "sold."

Merchandising? No "hooks" have been employed because of prohibitive beer-code regulations, but the institutional value of the show has enabled the sponsor to increase his business tremendously. Sunrise today has by far the lion's share of Cleveland's draught beer business and a goodly portion of the "bottle" trade. Almost 400 dealers have been added since the radio campaign began, and most of them can be traced directly to the broadcasts.

Ever alert to capitalize on publicity, Miss Wilson encounters little difficulty in keeping her name before the public. Once criticized by a radio editor for an attitude she had taken, she delivered a rebuttal that was a classic. The radio scribe said, "If her sponsors want to remain popular they should remind her that she's barely on the first rung of the radio ladder and another trick or two like that will put her back on her feet."

To which Miss Wilson replied via the air-waves, "Okay, Mr. So-and-So, whyn't you come up on the first rung of the ladder and see me sometime?" The fans liked it!

Previous to entering radio, Miss Wilson dabbled in things dramatic. She played ingenue lead roles for a barnstorming stock company and once won a movie contest which took her to Hollywood for a lengthy visit.

Her brief but dynamic radio career has been truly sensational in Cleveland. Her shows have that happy combination of entertainment plus the proved ability to merchandise. Window displays, dealer tie-in cards and "stunts" have been used extensively.

Compelling copy has been no mean part of Marge Wilson's success. For instance, she "teases" the listener into lending his undivided attention to the commercial blurb by announcing that the race-tips will be presented as soon as the announcer has finished.

Copy treatment is very light, the "sugar-coated pill" formula being employed extensively. Not infrequently the announcement is purely burlesque. Miss Wilson pretends

MISS WILSON

to allow her announcer "just 30 seconds for the message of the sponsor." If he runs over, she interrupts by saying "Time's up!"

Economical Advertising

JULIUS JONAS, director of advertising for Sunrise, says the commercial announcements on Marge Wilson's programs are the finest in radio. Mr. Jonas is highly pleased with the show and its unquestionable results. He should be. His two 5-minute programs at 7:30 and 11 every evening except Sunday cost him less per week than a single-insertion quarter-page display advertisement in Cleveland's least-expensive daily newspaper.

Just another story of the economy of radio successes.

Baldwin Buys WGH

CONTROLLING interest in WGH, Newport News, Va., has been purchased by James W. Baldwin, executive officer of the Code Authority for the broadcasting industry and former secretary of the Radio Commission. Associated with him in the station's operation are L. M. Newcomb, Virginia banker, and Edward E. Bishop, of Newport News, station manager.

Directors of NAB Will Meet May 14

To Repeat Membership Drive, Select Convention City

A MEETING of the NAB board of directors in Washington has been called for May 14 by President Alfred J. McCosker. The board is expected to select the time and the place for the 1934 convention. Most active for the convention are Cincinnati, Hot Springs, Ark., and Memphis.

The board also will consider matters incident to the NRA code, particularly results of a meeting of the Broadcasting Code Authority which begins in Washington May 2. Further plans for a continuation of the membership drive, which has been highly successful since the last convention, will be worked out, according to Philip G. Loucks, NAB managing director. NAB membership already has passed the 300 mark for the first time in history, he pointed out, and at present totals 340. The last drive was started April 9 with the objective of having 400 members by May 1.

Stations which have joined the NAB since the last convention in October, 1933, include:

KGGC, WFBC, KTAB, KRSC, WABI, KTBS, WGBF, W2XR, WEHC, WSJS, WDEL, WAVE, WKBC, WHDH, WHAM, WTAR, WHET, WFAS, WSYB, WFAB, WJJD, WBIG, WDBO, WDAE, WDAG, WNRA, WROL, WIBG, WLEY, WWNC, WKOK, WJW, WCAZ, WHEC, KTHS, KXA, KOH, KWKH, KWEA, KTUL, KQW, KTAT, KONO, KFDM, KRGV, KOOS, KGHF, KFXR, KREG, KXL, KGFI, KFJI, KFJB, KFH, KFOX, KXRO, KIEM, KIT, KMO, KMA, KRE, KVL.

True Story Returns

ONE OF THE FIRST sponsored programs ever carried on CBS returns to a network of 35 of its stations May 4 when MacFadden Publications, New York (True Story Magazine) brings its "True Story Court of Human Relations" back for a new weekly series of 45-minute programs, Fridays, 8:30-9:15 p. m., EDST, with repeat for western stations at 11:30 p. m., EDST. The program was carried on an NBC-WEAF network Sunday nights until April 29 when it was switched to CBS to take the period formerly occupied by "The March of Time." Erwin, Wasey & Co., New York, handles account, and Bill Sweets, former radio announcer, writes and directs the series.

Rebroadcasting WLW

AN ARRANGEMENT with WLW, whereby WIBX, Utica, N. Y., picks up and rebroadcasts selected sustaining and sponsored programs of the Cincinnati station, has been made between the two stations. WIBX, now managed by Loren Watson, former manager of WGST, Atlanta, is understood to have signed three of WLW's sponsored clients for the rebroadcasts, one being Pure Oil Co. It charges full rates for the WLW sponsored program rebroadcasts. WIBX has also joined CBS for limited commercial program service.

Fitting Radio to Any Furniture Store

Station Has Eight Accounts But No Single Program Policy; Varying Features Emphasize Different Trade Practices

By FRED C. BOCK
National Sales Manager
WADC, Akron, O.

WHILE there appears to be no stereotyped pattern for radio programs adaptable to furniture store advertising, any more than there is a single standard for any other business, there is ample variety in broadcasting entertainment and in commercial credits to do the job for any sort of reputable establishment, this case history at WADC shows. The writer of this article is in a position to know as the station of which he writes has not been without at least two furniture accounts within the last seven years and now has eight such accounts.

EIGHT furniture stores are listed among the active advertisers who use the facilities of WADC, and during the last seven years this station has never been without at least two furniture advertisers. It would seem that from this experience a certain universal type of campaign might have evolved which could be used by any furniture store, but, instead, it has been concluded that no two programs can be the same.

No two people are alike and since furniture stores are operated with, by and for people, under variable local conditions, no two furniture stores are exactly alike. However, just as there may be someone in New Jersey who partially resembles someone in Iowa, there may be furniture stores which in some ways are similar to Akron stores, so we will use the case method of showing the varied procedures used to meet particular problems.

Reputation Established

ONE of our most recent experiences has been with the Weigandt Furniture Co., of Barberton, a suburb of Akron. The store is reasonably large, but has served only the immediate community. It seldom advertised very extensively and seldom had a sale. The name is one which bears respect among Barberton residents and the store is of long standing success. Most residents within 15 or 20 miles were familiar with the store, whether they dealt there or not.

When the management decided to use radio to advertise a sale, we realized that, for the present at least, there were enough people familiar with the store so that institutional copy could be spared. There were plenty of people to whom the Weigandt store was acceptable and who would be anxious to buy Wiegandt merchandise at sale prices. Therefore, we decided to leave the institutional development to a later campaign and recommended several announcements each day, concentrated upon features of the sale. The first two customers in the store spent over a thousand dollars and both gave credit to radio for the sales. The sales force was too busy to keep an accurate check of radio customers, but there were so many voluntary indications that the store is adapting radio as a regular medium.

Good Will Advertising

THE CASE of The Akron Furniture Co. is entirely different. This is a credit store, using much newspaper space. Three programs each week feature a singer who has a distinct and individual style. This campaign might be considered as good will advertising, to an extent. The chief function of the copy is continually to keep the listener reminded of the ease with which he can buy, if he uses the convenient credit plan of this store.

Institutional copy, impressing the listener with the age of the store, the quality of merchandise, and the large selection of merchandise, is also used. Newspaper ads carry the price copy and thus the two media are supplementary to each other. Direct results are not expected, although a slogan contest showed that thousands follow the program.

Out-of-City Competition

ANOTHER striking case is that of the S. C. Bissler and Son Furniture Store, in Kent, twelve miles from Akron. This store has used radio for about four years. An old understanding between papers and Akron merchants, kept Kent merchants out of Akron papers, but Bissler's used radio and now 75 per cent of their business comes from Akron and surrounding towns. The store has many selling points. The owners have been in business many years. They handle the better grades of furniture. Their operating expenses are low. It is a pleasant ride to the store from Akron. They have an excellent reputation for fair dealing and, unless absolutely impossible, one of the owners acts as the salesman and personally advises the customer in his selections.

This store calls for another type of program. For the most part it has been a quarter hour of good popular music, one evening a week. The opening and closing announcements are brief, formal recitals of the location of the store and its policies. The middle announcement is more unusual. It is a two and a half-minute announcement by the regular announcer, who drops his formality and, in his own conversational manner, describes his weekly visit to the store. He tells of his short ride, and perhaps some incident of the trip. He tells what he said to Mr. Bissler and what Mr. Bissler said to him and, of course, he gives a good story about the furniture and his viewpoint of the advantages of dealing at the Bissler store. Radio has greatly enlarged the market of this store.

The Marvel Furniture Co. represents another case. With due respect to our client, this is an old fashioned borax store, modernized with a new front, a new name, a Main Street location, fine store furnishings and radio advertising. With the exception of a small tie-in newspaper ad, calling attention to the program, radio has been the only medium of advertising used by this store since its founding, nearly two years ago.

Marvel has a half-hour program every Wednesday night—a variety program featuring the 16-piece Marveliers dance orchestra, with vocalists, instrumental soloists, and comedians as special attractions. Short skits dramatizing incidents of home life, frequently carry the advertising message, showing how easy it is to have finer and more enjoyable homes by patronizing the Marvel store. This more elaborate program was designed to be impressive and to solidly establish the store as one of the city's most up-to-the-minute dealers in popular priced furniture, with a modernly dignified credit plan. Three minute talks, three evenings each week, carry the direct advertising. The fact that radio is the only medium of advertising which this store has used is ample testimony of its effectiveness.

For Working Classes

AMONG our newer productions is a campaign for the Lucky Furniture Co., a borax store with a good reputation. This happens to be a subsidiary of a store which joined our ranks many years ago. It is the type of store which seeks great volume and is very aggressive in special promotions. This, of course, has required another type of program—a program which appeals to working classes and is expertly merchandised.

A girl of attractive personality is featured on the program. She is supported by an instrumental trio. Valuable prizes make it worthwhile to learn more about the store. Special merchandise at special prices is offered during every program.

Petry Stations Meet

STATIONS represented by Edward Petry & Co., now numbering 34, will meet in Chicago May 7, 8 and 9 to discuss summer and fall business. Mr. Petry will preside. Also attending from his organization will be Henry I. Christal, New York, and Joseph R. Spadea, Detroit.

Group Broadcasters, Inc. Reveals Member Stations Which Take Liquor Ads

THE ENLARGED list of member stations of Group Broadcasters, Inc., to which several additions have been made in the last two weeks, has been made available to BROADCASTING with indications as to which of the stations will accept liquor advertising. The terms on which they will accept this type of business are not absolutely uniform, largely owing to the diversity of state laws which local managers must interpret, but in the majority of cases no more serious restriction is imposed than that such broadcasts be scheduled for not earlier than 9 p. m.

Following is the list of GBI stations, those accepting liquor business being indicated by an asterisk:

WADC, Akron; WBAL, Baltimore; WLBZ, Bangor; *WNAC, Boston; *WICC, Bridgeport; *WGR-WKBW, Buffalo; KWCR, Cedar Rapids; *KYW, Chicago; WSAI-WLW, Cincinnati; *WHK, Cleveland; *WAIU, Columbus; *CKLW, Detroit; KSO, Des Moines; *WOWO, Fort Wayne; WDRC, Hartford; KMBC, Kansas City; WFEA, Manchester; *WISN, Milwaukee; *WOR, Newark; WOW, Omaha; *WIP, Philadelphia; *WCAE, Pittsburgh; *WEAN, Providence; WHEC, Rochester; *WFBL, Syracuse; *WMAS, Springfield, Mass; KWK, St. Louis; *WSPD, Toledo; *WIBX Utica; *WORC, Worcester; *WOL, Washington; *WMT, Waterloo; *WWVA, Wheeling; *WKBN, Youngstown.

It is reliably reported that negotiations are under way for GBI to operate under an ERPI license with vertical recording equipment of the Western Electric Co.

Sponsor Takes Baseball Games on Yankee Net

YANKEE Network baseball broadcasts are sponsored this season for the first time, with the Penn Tobacco Co., Wilkes-Barre, Pa., signing up to advertise Kentucky Club pipe tobacco, new to the New England section. WNAC has broadcast home games of Braves and Red Sox for the last eight seasons, with the Yankee Network carrying them after its formation. The Penn Tobacco contract, placed through Ruthrauff & Ryan, New York, calls for WNAC, Boston; WEAN, Providence; WORC, Worcester; WMAS, Springfield; WDRC, Hartford; WICC, Bridgeport-New Haven; WFEA, Manchester; WLBZ, Bangor, and WNBH, New Bedford. All weekday home games of Braves and Red Sox are broadcast.

Fred Hoey is retained as announcer for his ninth season. The sponsorship in the interests of pipe tobacco is a "natural," since Hoey is identified in the minds of listeners with pipe smoking through his frequent references to his hobby over the air in the past. During a "Fred Hoey Day" at Braves Field in 1931, a pipe from the Red Sox players was included in a long list of presents given him.

Copeland Bill Off Roosevelt Program

Blocked for Session, Belief, Despite N. Y. Senator

DROPPED from President Roosevelt's priority legislative program for Congress this session, the Copeland-Tugwell bill seems shelved for the present, in spite of the intention of Senator Copeland (D), of New York, to seek Senate action immediately.

The measure, designed to regulate the sale and advertising of food, drugs and cosmetics, originally bore administration approval. In his conference with Senate and House leaders a fortnight ago on urgent legislation, however, the President failed to include the measure among those he wished to have enacted prior to adjournment. Because of the intense opposition of various groups, and because no companion measure is pending in the House, it is now believed that the legislation is blocked. The NAB opposes certain phases of the measure.

Senator Copeland informed BROADCASTING April 21 that he hoped to have the measure called up in the Senate at once. He said he had only a few minor changes to offer, but that numerous members had discussed with him certain amendments they proposed. Earlier in the week he had asked on the floor that all such amendments be submitted in advance to expedite consideration of the measure, once it is called up.

Declaring the measure, in his opinion, is a "very good thing for radio and all other advertising media," Senator Copeland said that unless the pending bill passes at this session, the industries involved may expect a far more drastic measure next January. He predicted that such a bill would be offered by the Department of Agriculture, under the immediate direction of Under Secretary Tugwell, the author of the forerunner of the pending measure.

It was the original Tugwell bill which aroused a storm of opposition almost unprecedented in Congressional history. The bill was revised four times, and although accepted in principle by most of the industries which would be affected after the final revision, the prevalent view is that no legislation would be preferable.

Radio Helps Treasury

RADIO for the first time was called upon by the Treasury Department to aid in one of its publicity efforts when all broadcasting stations during mid-April received requests from Washington to publicize the retirement of portions of the Liberty bond issue and informed of the new issue made available. Secretary Morgenthau sent letters of thanks to station managers for their splendid cooperation, stating that the radio publicity had been most helpful.

THE LEGALITY of Canada's $2 tax on radio sets has been upheld by the Canadian Supreme Court in reversing a Windsor magistrate's decision acquitting a non-license holder on the grounds that the act fixing the tax was obsolete.

Boyer's Tests in Texas Lead to NBC Contract

AS A RESULT of successful tests —first on WFAA, Dallas, and then on the Texas Quality Group from WFAA to KPRC, Houston, and WOAI, San Antonio—the Boyer Co., of Chicago (cosmetics), begins a series over a 20-station NBC hook-up Sunday, May 6.

Last fall the Boyer Co. and its agency, Frederick & Mitchell, Chicago, decided on a test campaign over a single station. Station WFAA was selected and a 15-minute Sunday program started. At the conclusion of the first 13-week test, results warranted an extension of the program to WOAI and KPRC. Programs were dramas of real life written by Betty McLean, Chicago, and produced in the studios of WFAA. Music was provided by a salon orchestra conducted by Karl Lambertz, musical director of WFAA. W. S. Harvey, Jr., of the agency, reported, "wonderful results from our radio advertising."

Ferguson Succeeds Kelly As Manager of WINS

Mr. Ferguson

R. L. FERGUSON, who formerly was in the commercial department of WOR and who was commercial manager of WLW from 1929 to April, 1933, has been appointed manager of WINS, New York, succeeding Bradley Kelly, who has returned to the King Features Syndicate. The appointment, announced by J. L. Kaufman, director of the Hearst radio stations, became effective April 23.

Mr. Ferguson comes to WINS from the local sales department of NBC in Chicago, where he worked under the direction of "Bill" Hay, the noted announcer for "Amos 'n' Andy," who is also a commercial man. While with WLW Mr. Ferguson watched the development of such noted radio stars as Jane Frohman, the King's Jesters, Ramona, Little Jack Little, Smiling Ed McConnell, Singing Sam, Mills Brothers, the Merrymen Quartet and Norman Gordon.

WBS Has 84 Outlets

WORLD Broadcasting System reports that a total of 84 stations now are subscribing to its daily program service of musical transcriptions. The most recent additions are: KLRA, Little Rock; WBIG, Greensboro; KOMA, Oklahoma City; WREC, Memphis; KNOW, Austin; KRLD, Dallas; KTAT, Fort Worth; KTSA, San Antonio; and WACO, Waco.

May Broadcast Fight

NEGOTIATIONS are in progress for broadcasting the Baer-Carnera fight in the Queensborough Stadium, New York, June 14, during the Kraft-Phenix period on NBC. If the deal is consummated, it will call for the championship bout going on at 10 p. m., EDST, and the regular studio talent line-up will stand by in case the fight does not fill the hour.

Henry Ford and Leo

LEO FITZPATRICK, general manager of WJR, Detroit, returns to his old role of announcer in the new series of chapel singing programs carried over that station from the Greenfield Village School at Dearborn. He is shown here with Henry Ford after the first broadcast last month. Mr. Ford built the school as part of the huge memorial park which he has dedicated to his late friend, Thomas A. Edison. WJR carries a weekly broadcast of the song service in which the 110 children of the school participate.

Maj. Clement is Named V. P. of RCA-Victor Co.

APPOINTMENT of Maj. J. T. Clement, Washington representative of RCA-Victor Co., as vice president of that company in charge of Washington activities, was announced April 26 by G. K. Throckmorton, executive vice president. A retired Army officer, Maj. Clement is well known in Washington and abroad. Maj. Clement joined RCA in 1925, and has been with RCA-Victor since its foundation in 1929.

Edward Wallerstein, manager of record sales, has been placed in charge of all Victor record and RCA-Victor Photophone film-recording activities, in addition to his other duties, according to an announcement April 23 by E. T. Cunningham, president of the RCA-Victor Co. Mr. Wallerstein will now supervise the licensing for Photophone high fidelity sound-on-film recording and the electrical transcription department activities, as well as all Victor disc recording and sales.

Frank B. Walker, who has been prominently identified with the recording business for many years, will be in direct charge of electrical transcription sales and studio work in connection with it. James E. Francis, who has been actively engaged in the sound-on-film recording field since its inception, will be directly in charge of Photophone high fidelity recording and studio activities.

ASCAP'S dividend distributed for the first quarter of 1934 was the largest in the history of the society, E. C. Mills, general manager, informed BROADCASTING, April 26. First quarter distributions always run ahead of those for other quarters, as they include foreign royalties earned during the preceding year, but earnings for the first three months of this year in the United States also represent a marked increase over 1933.

ANA Is Studying Fees of Agencies

McIntire Reveals Opposition To Proposed Code

DISCLOSURE that a new study of advertising agency compensation is being made by the Association of National Advertisers was made April 26 by Allyn B. McIntire, president of the ANA, in an address before the Poor Richard Club in Philadelphia. The study is a sequel to the survey made by James W. Young, of the University of Chicago, the conclusions of which were rejected.

The new study is being conducted by Albert E. Haase, former managing director of ANA, under the direction of three trustees— Lee H. Bristol, Stuart Peabody and Mr. McIntire.

Purpose of Study

"THIS STUDY seeks to take an inventory of the various methods of agency compensation which exist and to appraise these different methods, if possible," Mr. McIntire said. "This study is in no way revolutionary in its intent. Like our opposition to any agency code which seeks to regulate advertisers, it is calm and considered in its outlook."

Mr. McIntire said "there is no opposition to the advertising agency as an institution among advertisers," but advertisers hold that "advertising should exist for the primary benefit of the advertiser" rather than the medium.

More cooperation is needed, he said. "The broadcasting industry, for example, might well join advertisers and agents in their cooperative efforts to get better qualitative as well as quantitative information on radio advertising," he added.

Pointing out that there is yet no code for agencies, Mr. McIntire explained the opposition of the ANA to the proposed agency code for the first time in a public statement:

Explains Code Opposition

"THERE has been only one motive behind our opposition," he said. "That motive has been to prevent anyone from using the force of law to stop the evolution of a system of agency remuneration."

Mr. McIntire admitted "there is rottenness in advertising" and declared "there are among us today those who would destroy or cripple advertising because of its shortcomings and sins, because of a belief that advertising is an economic waste."

"Effective and lasting reform of wrong and harmful practices come only from within," he asserted. "Government, true enough, can set some restraints, but if these lines which the government sets are not acceptable to the majority who are involved, if they are not believed in by those who are walled in by them, then the lines will not hold."

WHEN Europe's National Federation of Football Associations barred radio reporters from covering the recent Franco-Swiss match, they installed themselves in a private house overlooking the grounds and broadcast full reports. Result was the Football Federation decided to enter into negotiations with the radio authorities.

Communications Commission Bill Believed Blocked for Year

Hearings in House Are Indefinitely Postponed; Dill Reports to Senate; White to Oppose

LEGISLATION for the creation of a communications commission, to absorb the functions of the Radio Commission and exercise control over telephones, telegraph and cables, in all likelihood will be blocked at this session of Congress. Decision of Rep. Rayburn (D), of Texas, chairman of the House Interstate Commerce Committee, to postpone hearings on his measure indefinitely, together with opposition from various groups to the Dill bill (S. 3285), now pending in the Senate, indicate that the measure will not be enacted into law prior to Congressional adjournment, scheduled for this month.

Senator Dill (D), of Washington, reported his measure to the Senate April 17 with several major amendments affecting broadcasting, and announced he would call it up for a vote. Parts of the measure, however, are opposed by the broadcasting industry and other groups which would be affected by it. It is held that the bill is not in accord with the views expressed by President Roosevelt in his special message to Congress two months ago recommending creation of a communications commission through consolidation of existing authority over communications resting in the Radio Commission, Interstate Commerce Commission and State Department.

House Inaction Seen

THE PREVAILING view is that the measure is definitely doomed at this session unless President Roosevelt again asks Congress to pass it. While the Dill bill may conceivably pass the Senate, it is felt that the House will let the measure lie idle. Nevertheless, Senator Dill declared April 25 that he believed the measure would pass this session. He said he had conferred with Rep. Rayburn and that the latter predicted the measure would win House approval.

The original Dill bill was vigorously opposed by the NAB in behalf of the broadcasting industry because it embraced a score of provisions drastically amending the existing law, whereas the President had asked simply a consolidation of existing laws with the proviso that the new commission investigate the various fields entrusted to it and recommend new legislation at the next session. The Radio Commission, through Chairman Sykes, likewise opposed certain provisions of the Dill bill.

As reported, the Dill measure is still far from acceptable to the broadcasting industry, although several of the provisions which aroused NAB opposition have been modified, and the provision for clear channel duplication at intervals of 2,200 miles was eliminated. A new provision inserted in the measure, certain to be bitterly protested, directs the new commission to study a proposal to allocate fixed percentages of facilities to certain non-profit activities, such as educational and religious broadcasting. The commission would be instructed to report on this study to Congress not later than Feb. 1, 1935.

Senator White (R), of Maine, co-author of the 1927 radio act, who has opposed the Dill bill as inconsistent with the President's wishes, said he would vote against the amended bill if it is called up in the Senate. He informed BROADCASTING April 23 that he would offer a substitute to the bill similar to the one he proposed in committee, simply consolidating authorities and instructing the new commission to make definite legislative recommendations next year.

To Offer Substitute

HOW DETERMINED his opposition will be, Senator White declared, will depend upon developments. If the President gets behind the Dill measure, he asserted, he will not go so far as to filibuster against the bill in the Senate. In any event, he said, he will offer his substitute. He expressed the view that Chairman Rayburn's decision to postpone indefinitely hearings on his bill, which does not contain any new radio provisions but which is opposed by telephone and communications interests, spells the doom of any communications legislation at this session.

Chairman Rayburn had planned to resume hearings on his measure April 24, at which time the NAB was to have presented its case in support of the general plan for a communications commission. The NAB does not oppose the Rayburn measure.

That there eventually will be a communications commission is freely predicted by legislators. There is no real opposition in radio ranks to such an agency. It is felt that there will be ample time at the next session, which convenes Jan. 1, as a new Congress, for passage of this legislation.

In a lengthy report accompanying his amended bill, Senator Dill said there is a vital need for one commission with unified jurisdiction over all methods of communication. He said the committee had considered two courses in drafting the bill: one, to prepare a "detailed and practicable bill which incorporated all legislation pertinent to the subject," and the other to draft a short bill creating the commission and delegating to it by references the powers now vested in the other agencies. The committee, he asserted, decided upon the former course, because of the many "administrative obstacles" which would be encountered under the other method.

Instead of a seven-man agency, as originally proposed, the amended bill provides for a five-man bi-partisan commission, serving six-year terms at $10,000 a year. This would be similar to the present Radio Commission. The commission would be divided into two divisions: Radio and Telegraph & Telephone, with the chairman serving as a member of both divisions. Each division would act independently and the action of the division would be the action of the commission. There also would be a director for each division.

Reason for Divisions

"ONE REASON for this statutory division," the Dill report said, "is a desire to achieve effective regulation of the telephone and telegraph business. Experience has shown that commercial broadcasting takes the attention of all the members of the Radio Commission. Railroads and other transportation take most of the attention of the Interstate Commerce Commission. Your committee believes that unless the law provides a clear division of powers, broadcasting problems being so numerous, the commission would give most of its attention to radio and neglect the problems of telephone and telegraph regulation. The study and regulation of the telephone and telegraph business must be a full-time task if it is to be effective."

In that portion of the bill containing special provisions relating to radio, Senator Dill said that for the most part the changes were carried in H. R. 7716, the radio omnibus bill passed at the last Congress but pocket-vetoed by President Hoover when he retired from office. Actually, the amendments embrace provisions other than those contained in this measure. Practically all were opposed by the NAB in testimony before the committee by Henry A. Bellows, CBS vice president and chairman of the NAB legislative committee.

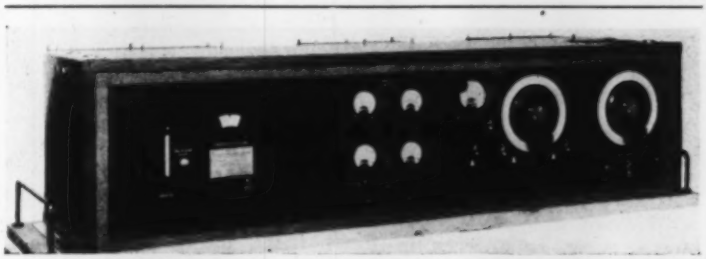
Proposed Amendments

INCLUDED among the proposed amendments are provisions: (1) That additional 100-watt stations may be licensed without regard to quota; (2) That the new commission shall study the proposal to allocate fixed percentages of broadcasting facilities to educational and religious institutions; (3) That maximum terms of broadcasting licenses be reduced from 3 years to 1 year; (4) That the commission be empowered to suspend radio licenses in cases where some punishment is justified but where revocation would be too harsh; (5) That the political equality section be expanded to include supporters and opponents of candidates for public office as well as the candidates, and debates on public questions before the people for a vote, with an added proviso prohibiting any increased charge for political speeches; (6) That lotteries, gift enterprises or similar schemes of chance be prohibited from the air; (7) That foreign studios be banned without prior commission authority; (8) Changing the appellate provisions affecting radio, under which appeals from decisions granting or refusing an application for a new station license or renewal or modification of license would be appealed only to the Court of Appeals of the District of Columbia, but whereby appeals from orders of the commission other than these could be made to three-judge district courts in the jurisdiction of the particular station.

Breaks Tradition

BEATRICE FAIRFAX, who on March 10 started "Advice on Marriage" on the NBC-WEAF network, Saturdays, 9:30-10 p. m., EST, under sponsorship of General Foods Corp. (La France), has broken a firmly entrenched broadcasting tradition. She will not answer fan mail. She explains that she will not let others answer her letters and it is physically impossible for her to reply to all who write asking advice on personal problems. Consequently she urges fans not to write to her.

Uncle Sam's New "Wave Wobble" Checking Device



IN ITS CEASELESS effort to improve technical operation of broadcasting stations, the Radio Commission will soon place in operation a half dozen portable secondary-frequency standard measuring instruments, which, with one exception, will be installed in field cars for measurement of frequency adherence of all stations.

Costing approximately $25,000, these instruments were manufactured by the Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass., under plans and specifications drafted by the Commission's engineering division. The first of the six sets already has been subjected to tests at the Bureau of Standards and was found satisfactory when checked against the primary frequency standard. It is accurate to two parts within 1,000,000, and is capable of measuring the emitted signals of stations in the range from 530 to 1600 kc. This set will be installed at headquarters in Washington for checking purposes in that area.

The remaining five units, to be delivered shortly, will be mounted in the regular field checking cars of the Commission's field force, and assigned to central locations. At present all frequency measurements are made by the various monitoring stations throughout the country. Due to geographical areas to be covered, the majority of the checks are undertaken after midnight on prearranged schedules when stations on the same or adjacent frequencies are silent. With the mobile units, however, the tests can be made without the prior knowledge of the particular station.

Students Endorse U. S. Broadcasting

Dill, Bellows and T. F. Tyler Address G. W. U. Meeting

THOUGH the need for certain reforms in American broadcasting was recognized, the system of commercially-sponsored radio programs was endorsed by delegates to George Washington University's conference of high school seniors of the District of Columbia, Maryland and Virginia April 14.

They resolved in favor of the American system shortly after hearing opposing views on the subject of radio control. The speakers were Tracy F. Tyler, of the National Committee on Radio in Education; Henry A. Bellows, Washington vice president of CBS, and, at the final luncheon, Senator C. C. Dill, co-author of the Radio Act of 1927.

Educational Dissent

MR. TYLER presented "evidence of growing dissatisfaction on the part of the American public with the present system of radio broadcasting," declaring he felt that radio in this country should be made "an instrument of spreading culture rather than a peanut vendor." He represents the educational group that has been attacking the present system of broadcasting and seeking wave lengths for education.

Mr. Bellows, pointing out that broadcasting has established itself as a vital force in our social scheme, showed the advantages of competition rather than a tax-supported system, and declared the American people must be satisfied with the present system or they would not purchase the products of the sponsors.

Senator Dill compared British and American radio from his experience in Europe and as the leader in Congress in radio legislation. His talk was broadcast. The students thereupon passed the following resolutions:

Text of Resolutions

THAT the amount of time devoted to advertising is not disproportionate and that advertising over the radio is not objectionable except in minor elements.

That commercial broadcasting, by reason of competition, leads to superior rather than inferior programs.

That the American system of commercially sponsored broadcasting does not increase the cost of products but, by fostering mass consumption, may actually lower the cost.

That the adoption of the British system would not eliminate present shortcomings and would result in political control which would bring evils greater than those now existent.

That all possible steps should be taken to increase the interest and acceptability of advertising content in radio programs.

That educational potentialities should take precedence over mere entertainment value.

That the conference go on record as favoring increase in the personnel of the Federal Radio Commission by the appointment of chemists, bacteriologists and other experts having the power to prevent misrepresentation of the value of medicinal and chemical products advertised by radio.

WJIM will be the call letters of the new 100-watt station recently authorized at Lansing, Mich., and shortly to go into operation. This call has been chosen in lieu of the WCBC first authorized.

CEMETERY CREATES GOOD WILL

Salesmen Find Welcome in Homes Because of Program; Good Music Carefully Selected

By PAUL R. WINANS
Radio Manager, Advertising Arts Agency, Los Angeles

THE WEEKLY KHJ concert period, sponsored by the Inglewood Park Cemetery is not "just another program." The program content is not made up mechanically of a couple of orchestra selections, a vocal solo, a commercial plug and repeat enough times to fill up the half hour.

The program has always been carefully planned for at least six weeks in advance by Frederick Stark, concert master. The themes are seasonal, timely and original. The February captions were: Russian fantasy, Shakespeare Romances, Wildflowers, and A Concert Supreme, followed with the All-Schubert Night and A Night in China.

The musical group is a concert ensemble, and for each concert an outstanding vocalist is selected as guest artist. The list of such guest artists over the period of the last five years reads like a Who's Who of music in the west.

Friendly Reception Prepared

TO MANY agencies and sponsors perhaps this will read much like the age-old formula for radio presentations. But here's what V. H. Noe, sales manager of the Inglewood Park Cemetery Association, has to say about it:

"We noticed definite business results from the start. Our sales activity is in selling adults in their homes. The major problem is to gain access, and be given an opportunity to make a proper presentation. Our salesmen, over a period of five years past, have consistently reported voluntarily the comments from prospects expressing gratification for and appreciation of the radio concert periods.

"The outside men enter the homes with a remarkably friendly atmosphere already created. This is vital to our success, and radio has paved the way. We believe that a broadcast has its greatest value when it has true merit and a definite appeal to the prospect, without too much direct selling."

Depends on Good Will

THIS CEMETERY program has depended entirely on its good-will feature, for, of course, it never mentions prices. The series, now a little more than five years old, has been a high spot in the weekly programs in and around Los Angeles. It has consistently won the "best bet" rating in local radio columns week after week, month in and month out, year after year.

Some agencies and stations believe that sponsors should frequently change their type of program. But the Inglewood concert has steadfastly continued as a regular standard feature of classic proportions. The public has been educated to know that it can depend on the half-hour every week in the year.

A Los Angeles radio survey, earlier in the year, released the results of a survey made over seven weeks. The Inglewood Park concert was tuned in by 28 per cent of those queried.

Actual sales figures over the five years have shown definite results of the radio program, which is tied in with all of the local newspapers for weekly announcements on the radio page.

Johnson Denies Attempt To Censor Radio, Press

FLATLY denying that the NRA has ever attempted to censor either radio or the press, Gen. Hugh S. Johnson, NRA administrator, speaking before the American Society of Newspaper Editors' convention in Washington April 20, declared:

"We have been accused of a diabolical desire to impose a censorship on the press and on the radio. Considering the articles and speeches in opposition to the President's program, we certainly have made the poorest kind of effort if control of the agencies of publicity was one of our objects.

"As to the radio, let me give you my personal assurance that never at any time have we asked that a critic be kept off the air or have we sought in any way to trammel the broadcasts of such gentlemen as Colonel McCormick, Mr. Hearst, Mr. Sanders, Senator Dickinson or any of the others who were minded to tell the people how monstrous was what we were trying to do and how wicked the people were trying to do it."

Chrysler Presents Choir

THE CHRYSLER CORP, Detroit, sponsors a 15-minute broadcast on an extensive CBS network May 1, in which the company employes' male choir will make its radio debut. The choristers number 185, and are all volunteers from the plant employes. It is understood that the company is considering an extensive radio campaign for the summer, but no announcement of details has been made. J. Stirling Getchell, Detroit, is the agency.

RMA Convention

THE TENTH annual convention of the RMA will be held in Chicago from June 11 to 14, with manufacturers and jobbers uniting in an unusual program for the RMA "birthday party." The Radio Wholesalers Association will hold its annual meeting simultaneously. The sessions will be at the Hotel Stevens, in which the RMA held its inaugural meeting 10 years ago. There will be no trade show or merchandise displays.

RECORDINGS of radio programs are important activity of the British Broadcasting Corp., which occasionally uses the records for repeat programs—especially on historical occasions. The BBC recently instituted a Recording Section to handle the manufacture of wax and metal disks as well as recording on the Blattnerphone, which uses magnetized steel tape.

Studio Audiences Hurt Radio, McCosker Holds; Short Play Boom Seen

ALFRED J. McCOSKER, president and director of WOR, Newark, and president of the NAB, does not approve of studio audiences on the ground that actors and artists favor the visual visitors rather than the unseen listeners.

"I have found," he said, "that in every instance there is a distinct let-down in effort to project personality over the air when it happens. In reality, the invisible audience alone should count if we are to remain faithful to radio precedent. It will be different, of course, when every one can see the performance when workable television is here."

Mr. McCosker also believes that the radio of the future will contain more and better "script acts," that is, diminutive dramas. This prediction has been based upon the reaction of the public to those that have been put on the air during the last 12 months.

"It is true," he said, "that the number has been rather limited and that the mechanics of these programs haven't been what they should have. But in spite of these handicaps they haven't done so badly.

"A radio play to reach a really fine production should have days of rehearsals, instead of only a few hours as at present. Present-day radio's organization precludes the possibility of devoting more than a bare hour or so to these rehearsals. The public wants drama and what the public wants it usually gets."

Los Angeles Papers Hit News-Gathering Stations

IN REPRISAL for undertaking to gather their own news and to subscribe to independent national news-gathering organizations, Los Angeles newspapers in April either dropped or curtailed the use of radio program schedules and news of KNX, KFI, and KGFJ. Programs of KNX and KGFJ have been dropped entirely, but the NBC programs on KFI are listed. Comment on the stations' programs by radio editors and critics has been barred.

KNX, which is understood to have dropped its news arrangement with KFI, with which it was one of the original founders of the Radio News Association, went on the air with a statement that it would supply listeners with program listings at $1 for six months.

Talent En Masse

TO PRESENT its talent en masse to advertising agencies, sponsors and potential advertisers, WINS, New York, has engaged Town Hall for the evening of May 2, and will put on a show with twenty-six soloists and ensembles. Vincent Sorey, musical director of the station, has general charge of the program. It is believed to be the first time that a New York station has used this method of attracting attention to the talent which it has available for commercial sponsorship.

Canada to Retain Radio Commission

Various Criticisms Voiced In Parliament Probe

By JAMES MONTAGNES

OTTAWA, April 21.—The Canadian Radio Broadcasting Commission continues to be the target for all manner of criticism at the Parliamentary hearings in Ottawa. But despite charges that the Commission is discriminating against professional musicians, is not making any money from its stations, is using too much French, is not serving the country adequately, the consensus of opinion in Ottawa is that the Commission will be retained and allowed at least another year to develop.

Twice a week the Commission is under fire in the Banking Committee rooms of the Houses of Parliament. The last few sessions have seen attacks on the "offensive" use of French in those sections of the country where the French element of the population is in the minority. Professional musicians have stated before the Parliamentary Committee that the Commission discriminates against their members, who are affiliated with the American Federation of Musicians. This Commissioner Maher denied, stating that the Commission picks the best talent it can get, union or nonunion.

Insists NBC Cooperates

ANSWERING charges that CRCT, Toronto, is operated at a loss of $2,000 monthly, Chairman Charlesworth, of the Commission, stated that it is making a profit for the Commission. He also denied the statement that there is no cooperation between the NBC and the Canadian Commission.

From organized labor comes a complaint that since the Commission has been in power private stations have been allowed to grow and improve. Labor prefers to see more government-operated stations. Labor also holds that the Commission should set up machinery for collective bargaining with its employes and that a manager should handle the Commission's affairs so as to prevent political interference. Tom Moore, the labor spokesman, said that listeners would prefer to pay an annual license fee of $3 rather than the present $2 fee if it would eliminate private ownership of stations and private exploitation of radio.

Concerning charges that the Commission was allowing more than the regulatory 5 per cent of advertising to appear on the air, Chairman Charlesworth stated that inspectors of the Department of Marine, Radio Branch, watched advertising content with stop watches, and that one company which had "sneaked" advertising content to 20 per cent had been ordered off the air.

The Parliamentary Committee heard that a license on tubes for revenue for the Commission would not be feasible, since new tubes would be developed to cut down the number of tubes in a receiver and that long-life tubes would also appear if the tax were high. Suggestions have also been made that every set in a home should be licensed, as well as auto radio receivers.

Upsets Summer Bugaboo

(*Continued from page 9*)

say. Radio has also enabled us to reach potential users through the spoken word and the sense of hearing, which is so totally different from reaching them through the printed page and the sense of sight that new spirit has been put into our entire advertising program. Of course, we are continuing to use magazine advertising in large volume and a certain amount of newspaper advertising in conjunction with the radio work."

Merchandising Methods

MERCHANDISING methods include the distribution of counter and window cards to drug stores throughout the country — some cards having a tear-off pad so that the display of the guest artist's name can be changed each week—folders containing advance programs for counter give-aways and inclusion in packages, special advertising in the drug trade press, spotlight ads in newspapers in all the station cities on the dates of the broadcasts, and occasional distribution of photographs of guest stars in return for carton tops.

During the first month of the series, when sales of the three products combined increased 24 per cent, sales of Hind's Cream rose 42 per cent. It is the practice of Lehn & Fink to prorate its advertising appropriation in the same proportion as the product's total dollar sales. Thus, during a large part of the year Hind's Cream receives the greatest emphasis, though in spring and early summer the concentration on Lysol is in harmony with the general policy mentioned.

For the third 13-week period during the year, emphasis will be placed on three other products: cleansing cream, texture cream and toning cleanser.

Costly Squeal

THE SQUEAL of a pig put WBBM, Chicago, off the air for three minutes one afternoon a few weeks ago and cost the station $500 in disabled equipment. The pig was "Puddinhead," owned by Felix Adler, clown of the Ringling Brothers circus, who was making a guest appearance in the "Gossip Club" conducted by Eddie and Fannie Cavanaugh. The pig, trained to grunt at a given signal, emitted a loud squeal when a microphone was placed in front of it.

Lehn & Fink Co. Signs Eddie Cantor for 1935

EDDIE CANTOR, whose contract with Chase & Sanborn still has eight months to run, has already been signed by Lehn & Fink Co., New York, for a new series of Sunday night shows for Pebeco toothpaste, beginning in 1935. Lennen & Mitchell is the agency. As it is expected that Chase & Sanborn will stay on one NBC network, from 8 to 9 p. m., EST, and Lehn & Fink want this time on the air, it is probable that the new program will go to CBS, but time contracts have not been signed yet.

Two of the artists under Cantor's management, Jesse Block and Eve Sully, generally regarded as the originators of the Burns & Allen type of comedy, move May 4 into the special Pebeco program, now being heard over WOR, WGN and WLW. This three-station network is largely experimental, and if the program is successful, it may be extended to more stations, or put on either CBS or NBC.

FRANCE has collected about $3,000,000 in radio set license fees since its new law requiring set registrations went into effect July 1, 1933. At the end of 1933 France had 1,367,715 registered sets.

VARIETY GOES "HAYWIRE" *at old parlor game!*

From "RADIO SHOWMANSHIP RATINGS" —Variety, April 3rd, Page 37

First Appraisal of Kind—Stations Ranked on Basis of Showmanship, Merchandizing, Program Creation, and General Popularity Within Own Community

DISCOUNT WATTAGE

VARIETY prints herewith the first attempt to rate individual broadcasting stations according to their standing within the radio advertising trade. Local showmanship and local station popularity are the yardsticks by which the stations have been measured.

For the present [illegible] sporting, sports [illegible] trials.

DES MOINES
1. WOC-WHO
2. KSO

NBC's 50-000-watter comes in first. KSO, however, is alert and does a good local job.

*Send for certified copy of survey.

MISSES SHOWMANSHIP LOCATION

Confidential: For Variety Only:

KSO spotted your dope sheet on local radio showmanship and had some 500 Des Moines listeners surveyed.*

56% say KSO is favorite station. 6% admit love for rival station. 38% are bigamous love us both.

Now Variety, get a load of this: These listeners list 94 favorite programs of which 16 are produced locally. 13 of 16 local favorites are KSO-produced shows.

KSO local shows received.....604 votes
All other local air shows got.....17 votes

We wouldn't have believed it, either. Here's a thought, Variety. Send a bird dog out here to investigate Des Moines local showmanship. His trip costs you nothing if we're all wet.

LOWDOWN ON DES MOINES

KSO savvies types of shows Des Moines wants. Originally had Des Moines Register and Tribune for angel. KSO, still sponsored by newspaper, now makes own sugar and spends good share of it for shows and stunts that Des Moines goes for in big way. Does a brodie now and then but moves so fast no one cares. (Penner, Baker, Harris, Duchin, Lopez and other blue names do KSO no harm).

Successful Cooking School

(Continued from page 7)

ing without making it perfectly obvious that advertising was being done.

Our programs have been kept as simple as possible. The recipes are given as briefly as possible, and the description of the completed dish is as free from flowery phrases as we can make it. We believe that the average woman who listens to our cooking school broadcast has sufficient intelligence to know whether the recipe will appeal to her family or not. And there is no reason, I believe, why we should not be direct and to the point. After all, a spoonful of butter is a spoonful of butter, and there isn't any reason to call it by some other name, or to describe it.

Permanent Recipe Forms

NO MATTER how carefully we may have planned our program and its schedule, one thing in particular must be done if a Home Service broadcast is to be most effective. That is, the recipes given first over the air must be made available in some permanent form for the housewives who listen in. I believe that all sponsors of Home Service programs do this in one way or another. There seems to be three practical ways in which it can be done.

The first and most common is to print and mail the recipes to all who request them. Many companies like to have these names to add to their mailing lists, and they feel, too, that this gives them a reasonably accurate method of judging how the programs are going over. There are many variations of this method of recipe distribution. Some sponsors prepare very elaborate copies of the recipes. Some supply a folder in which the recipe sheets can be inserted. Then, at the other end of the scale, there is the sponsor who merely mimeographs the recipes and mails them out without any frills.

While this type of recipe distribution does, perhaps, provide the most accurate test of program interest, it also has the characteristic of being the most expensive. If a program is conducted twice a week, it is quite probable that the costs incident to mailing out the recipes will run considerably higher than the cost of the radio time, and the production costs of the program.

Another method that is widely used is to have the recipes printed and made available at the sponsor's retail store, or at any other point of contact with the public. Naturally, announcement is made during each program that women desiring copies of the recipes may obtain them at the store.

Some of the advantages of this system are: It attracts visitors into the store, and that is one of the things a radio program should do. Then, it does not entail postage and mailing costs, and the number of recipe sheets required will be considerably less than if they are mailed, so that the cost is much lower.

But there are disadvantages, also, and to my mind the greatest is this: In order to keep completely abreast of the home service instruction given on the radio program, a woman must come into the store every time a program is given. This is quite often a hardship, and will frequently nullify some of the benefits expected from the radio.

The third method, the one used by The Union Gas & Electric Company, appears to be the best. Our advertising department has worked out a tie-up with one of the afternoon papers (the *Cincinnati Times-Star*), and on the day the program is given, this paper publishes the recipes in its women's section in return for a mention of the paper on the WCKY program. A brief paragraph of introduction tops the recipes, and over it all is an attractive heading and the by-line of the home service director, in other words, my name and position. On the programs, reference always is made to the fact that a listener, who misses any part of the ingredients or directions, can find all the recipes in that afternoon's newspaper. We believe that everyone concerned profits by this arrangement. The women can get the recipes without difficulty. The paper benefits by carrying a desirable feature and by getting some advertising on the air. Then we manage to get our recipes into the hands of our listeners with a minimum of expense and difficulty.

How Many Listen?

THE MOST important question, however, in any discussion of radio programs is this: "How many persons will listen?" How does it compare with attendance at "in person" classes?

The Union Gas & Electric Company and sister companies in the Cincinnati district have been conducting cooking classes in the company auditorium for quite a long time. These are the usual sort of affair, lasting perhaps two hours. Naturally, the advertising budget of the Home Service Division never permitted any great advertising campaigns—and we continued these classes with an average attendance of about 125 women each afternoon. Of course, a certain number of these women were "repeaters," who came back time after time.

During the hot months of the year, it has been our practice to abandon these classes, and as a result, the interest in the home service program dwindled away to almost nothing during the summer. So far as the public was concerned, the Home Service Division might almost have been out of existence.

To bridge that gap and to maintain interest in the Home Service Division we adopted the radio program. We felt that by bringing the home service program right into the housewife's home during the summer, we would, at least, retain the friends we had gained during the preceding winter at the "in person" classes. We might even make some new ones.

This was our original purpose. Since that time, however, we have come to the conclusion that radio is a decidedly broader and more effective means of furthering home service instruction that we had thought originally. We kept all of our old friends, and we made new ones, far beyond our most optimistic hopes.

Through various means of checking the number of listeners to the program, we have become convinced that at least ten thousand women listen to the program twice a week. Compared to the audience of not more than two hundred who attend our regular cooking classes, it is obvious that radio is far superior to the personally conducted classes in putting across a home service message.

Sells "Home Service"

REGARDLESS of how cleverly a program may be planned, how much it may appeal to any individual, how entertaining it may be, there is still the one acid test which it must pass in order to justify its existence.

"Is the program doing any good?" By giving home service instructions over the radio are we merely providing entertainment, or are we actually helping women with their homemaking problems?

So far as Cincinnati is concerned, and the program sponsored by the Union Gas & Electric Company over WCKY, we are satisfied that the program is really selling the idea of "home service." That, we feel, is its primary purpose. The program may or may not have entertainment value. I don't suppose that everyone who hears it enjoys it, but we do know that it is accomplishing its purpose, and that women are becoming more and more interested in the company's home service work.

This is how we know that more and more women are taking the trouble to come to cooking schools. We have far greater attendance at the same type of school than we had a year ago before we began our radio work.

For instance, in the last nine months, I have conducted four newspaper cooking schools. Incidentally, the same newspaper which promoted these schools is the one which prints the recipes given over the air. At the first of these schools, we enjoyed a comfortably filled auditorium for each session. The next school was run in conjunction with a show where 35 cents admission was charged, and, in spite of this charge, we again had a well filled house. This would indicate a greater interest. Then another free school was conducted. In this case, the theatre was packed to capacity each day, and each day, saw some women turned away.

Finally, the fourth school was held in March. The plans were exactly the same as for the other three. All received the same amount of publicity, and the same awards were made at all four. But the crowds for this March school were, by far, the largest that ever attended. The classes were scheduled to start at 2 o'clock, and on one day the theatre was filled to capacity, all standing room occupied, and additional entrants were barred at 12:30. Every day, hundreds of women were unable to gain admittance.

Rag Man on Air

THE DING DONG of the rag-gather's bell, the clop clop of Old Dobbin and the raucous cry of the old time junk man is now being heard on the air. The Albany Waste Dealers Association has started a series of programs on WOKO asking householders to save old junk and sell it to collectors.

The New

WBAL

Maryland's Only High Power Station

IS NOW AVAILABLE 7 DAYS A WEEK—

Day and Evening for Spot Broadcasting.

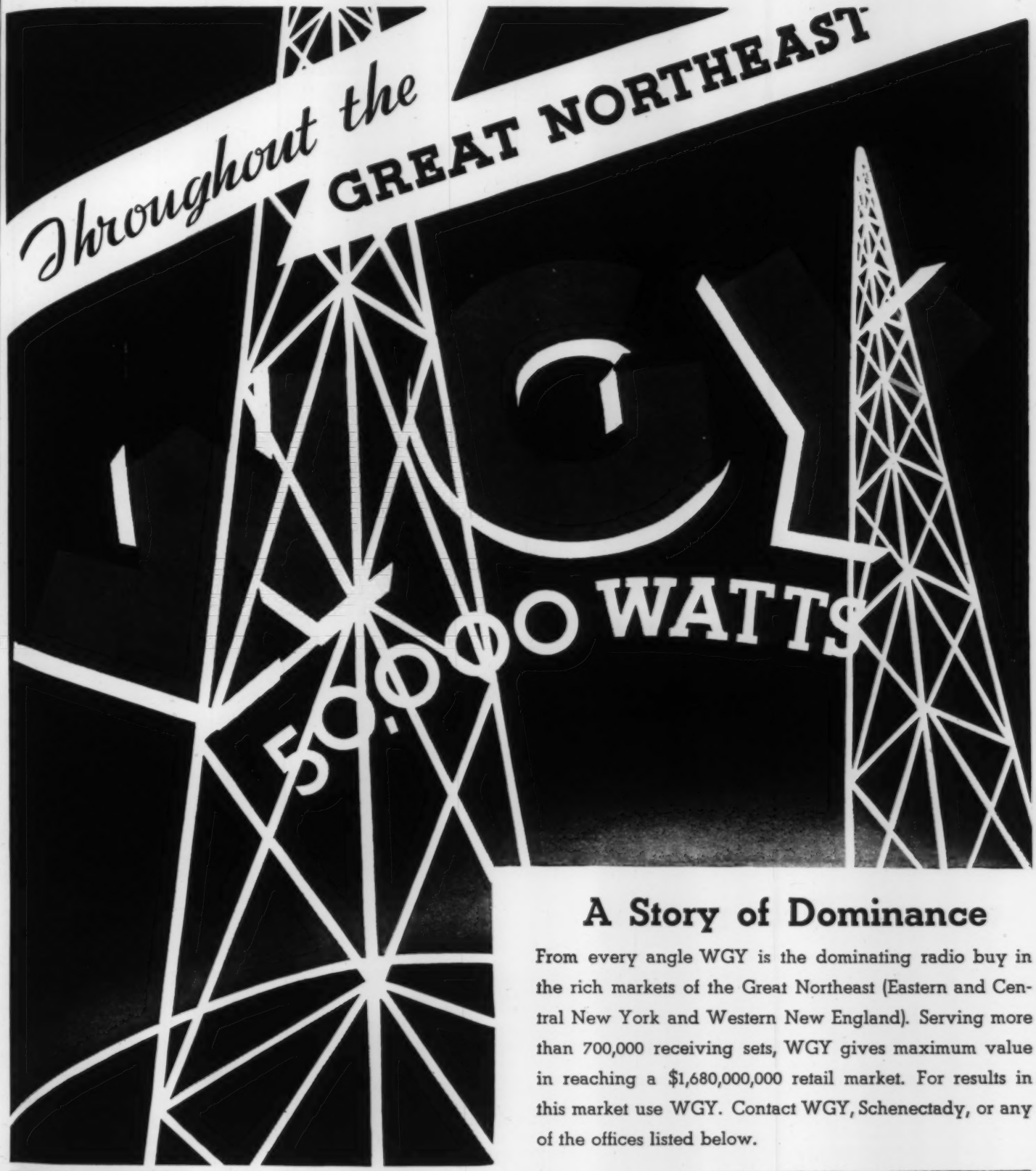
NEW EQUIPMENT

NEW LOCATION

More radio listeners in its high-grade service area than any other eastern station south of Philadelphia

FREDERICK R. HUBER, *Director*

Baltimore **10,000 Watts** **Associate NBC**



A Story of Dominance

From every angle WGY is the dominating radio buy in the rich markets of the Great Northeast (Eastern and Central New York and Western New England). Serving more than 700,000 receiving sets, WGY gives maximum value in reaching a $1,680,000,000 retail market. For results in this market use WGY. Contact WGY, Schenectady, or any of the offices listed below.

NBC

NATIONAL BROADCASTING COMPANY, SALES REPRESENTATIVES AT

NEW YORK WEAF & WJZ • **CHICAGO** WMAQ & WENR • **SAN FRANCISCO** KPO, KGO & KYA

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

Stop, Tune, and Listen to California

•

If your selling or advertising campaign needs a radio program in California or the Pacific Coast, ask us to show you what our program production department can do for you.

Want to hear a sample?

Here are some of the Coast-to-Coast programs that originate in the studios of our key stations, KHJ Los Angeles, or KFRC San Francisco. They are on the air now.

Woodbury—Bing Crosby.

General Cigar Co.—Burns & Allen with Guy Lombardo.

Old Gold—Dick Powell & Ted Fio Rito.

Charis—Louella Parsons' interviews with picture celebrities.

California Melodies—Columbia sustaining musical feature.

Peter the Great—Columbia sustaining dramatic feature.

You can listen to them on your own radio set. These programs prove we know how to build entertainment to sell your goods. And we are only a couple of brassie shots away from all of the amazing talent in Hollywood.

•

If you want to sell the Coast, better write or wire for detailed information.

DON LEE
Broadcasting System
C. ELLSWORTH WYLIE
General Sales Manager, Los Angeles

Los Angeles, KHJ
San Francisco, KFRC
San Diego, KGB
Bakersfield, KERN
Fresno, KMJ
Stockton, KWG
Sacramento, KFBK
Santa Barbara, KDB

Portland, KOIN
Tacoma, KVI
Seattle, KOL
Spokane, KFPY

Los Angeles Office.....7th & Bixel Sts.
San Francisco Office.1000 Van Ness Ave.

Hanley Criticism of Broadcasting Setup Denied by Administration, Colleagues

Commissioner Marks First Anniversary by Advocating Educational Channels, Regulation of Advertising

A MILD TEMPEST was stirred in radio circles during the last fortnight by the first anniversary statement of Commissioner James H. Hanley as a member of the Radio Commission, in which he condemned commercial broadcasting and conditions existing in the industry.

The statement, issued to the press April 14, was repudiated by the Commission itself as well as by high administrative officials, thus contradicting the opinion that it reflected the attitude of the administration. In response to an inquiry, Chairman E. O. Sykes, of the Commission, asserted the statement was not an official expression of the Commission but represented only the individual views of Mr. Hanley.

From high administration sources it was learned that no one in authority had any knowledge of the provocative announcement until it was issued. On such matters as the parceling of channels to educational and religious groups, and the regulation of commercial broadcasting, Mr. Hanley bolted his Commission colleagues.

In a 12-page statement Mr. Hanley advocated the setting aside of a "liberal number of channels" for the exclusive use of educators; passage of the Copeland-Tugwell bill as a step toward control of radio advertising; vesting of authority in the Commission to regulate radio advertising, and the elimination of many clear channels on the ground that more people would be served if additional stations were assigned to such waves.

The statement contained many quotations from court decisions relating to radio. In the technical field, Mr. Hanley held that recent Commission actions opening the 1500-1600-kc. band and authorizing simultaneous operation of four stations on two clear channels are encouraging. Their success, he asserted, should "reduce the present excessive duplication of chain programs" and alleviate the "woeful waste of radio facilities" under present allocations.

Mr. Hanley predicted that eventually Congress will provide for penalties and punishment of stations which "permit flagrant misrepresentation of goods during sponsored programs." He said that many advertisements over the air "are reeking with superlatives regarding certain mediocre, if not harmful products," and added that he looked for relief through the Copeland-Tugwell bill. "I sincerely hope it will be enacted into law," he declared.

He continued: "While I firmly believe that the American system of broadcasting is the best in the world, there has crept into our system certain practices and abuses which are very apparent and tend to discredit, if not disrupt, the whole institution. We must correct the present abuses and injustices in our system, otherwise public opinion will demand that we recapture all the government radio franchises and work out a new allocation, using as a yardstick in the New Deal the welfare of all listeners. Under the present setup it is a common knowledge that there is too much concentration of facilities in the hands of a few who have found it financially advantageous to use them in the congested areas. As a result we have an appalling duplication of programs in the congested areas while in the wide open spaces, in rural and agricultural districts, there is a dearth of facilities. . . .

Asks Education Waves

"AGAIN, I believe we should set aside a liberal number of channels for the exclusive use of educators and educational institutions. It has been clearly demonstrated that radio can be used most advantageously as an aid to classroom work and as a means of conveying worthwhile information to the general public. Opponents of that proposal claim that only a limited number of people listen to educational programs, but I contend that it is more in the interest of the public welfare and well-being that 10,000 people listen to a learned discussion or lecture on some important public question or scientific subject, than it is for 1,000,000 people to listen to a great many of the programs that are now being broadcast."

Mr. Hanley urged passage of the communications bill. He said there should be a federal regulatory body to consider interstate rates charged by the telegraph, telephone and commercial radio companies.

EXTENDING to Nov. 1, 1934, the authority of KSTP, St. Paul, to operate daytime with 25 kw., the Radio Commission has ordered a hearing on KSTP's application for full time with that power in lieu of its present night limit of 10 kw.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
HOLLYWOOD, CALIF.

KSD
A DISTINGUISHED BROADCASTING STATION
IN ST LOUIS

With intimate local knowledge of St. Louis stations, the Lammert Furniture Company selected KSD to broadcast its Fall and Winter programs.

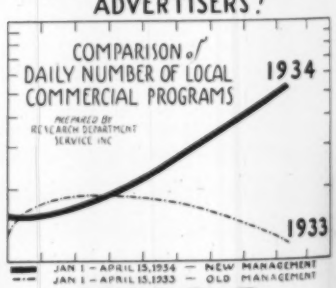
To enjoy the largest number of most popular programs St. Louisans

"Set Their Dial on KSD and Leave It There!"

RED NETWORK OUTLET FOR NATIONAL BROADCASTING COMPANY

Station KSD—The St. Louis Post-Dispatch
POST DISPATCH BUILDING, ST. LOUIS, MO.
Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit San Francisco

18 TIMES MORE LOCAL ADVERTISERS!


COMPARISON of DAILY NUMBER OF LOCAL COMMERCIAL PROGRAMS
1934
1933
JAN 1 – APRIL 15, 1934 — NEW MANAGEMENT
JAN 1 – APRIL 15, 1933 — OLD MANAGEMENT

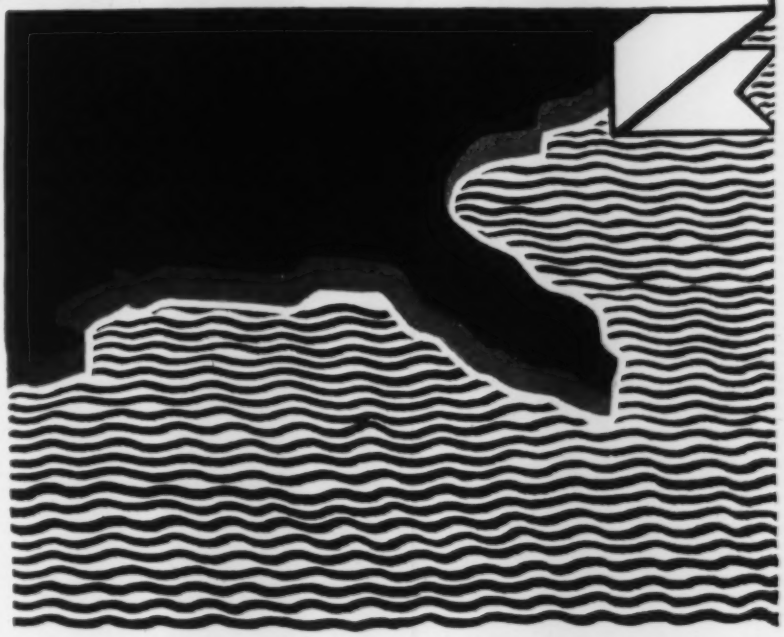
KVOR
Voice of the Rockies
Full time COLORADO SPRINGS 1000 watts
MEMBER CBS

AMERICA'S FIRST STATION

KDKA

PITTSBURGH

Covering the Rich Tri-State Area



KDKA, completely covering the tri-state area (Western Pennsylvania, Eastern Ohio and West Virginia), leads in audience preference and in advertising results. A fifty thousand watt transmitter—the only high powered one in this rich area—plus nearly fourteen years experience in analyzing listener reaction to programs are but two reasons for this station's preeminence. For complete rate, coverage and result information consult the station or any of the offices listed below.

NBC

NATIONAL BROADCASTING COMPANY, SALES REPRESENTATIVES AT

NEW YORK WEAF & WJZ • **CHICAGO** WMAQ & WENR • **SAN FRANCISCO** KPO, KGO & KYA

Boston • WBZ Springfield, Mass. • WBZA Schenectady • WGY Washington, D. C. • WRC & WMAL
Pittsburgh • KDKA Cleveland • WTAM Denver • KOA Portland, Ore. • KEX Spokane • KGA Seattle • KJR

WCKY

Cincinnati

DOING THE

SOUND
BUSINESS
POLICY
L.B. Wilson
REAL JOB !

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

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Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

A New Radio Study

WHILE ONE naturally looks askance at any sort of investigation, the broadcasting industry really has nothing to fear from the Federal Trade Commission's survey of radio advertising. It is not in the nature of a hostile attack upon radio, but simply a procedure under which the Commission's Special Board of Investigation can examine commercial credits just as it examines printed advertisements in newspapers and magazines.

In the past the Commission has not devoted any considerable amount of time to radio advertising, despite the fact that there is unquestionably some program material on the air which borders on the fraudulent and misleading. It has been handicapped because it has been unable to get the precise language used in commercial credits and also because of lack of appropriations.

With networks, transcription companies and stations supplying to the Commission their commercial announcements in programs advertising commodities sold in interstate commerce, the Commission feels it will be able to check radio advertising in the same way that it reviews publication advertising. It is obvious that in scanning these scripts it will find a few things of a questionable character. The parties will be notified and the advertiser asked to correct the condition. Only when the advertiser or station or both refuse to abide by the Commission's rulings will punitive action be taken through the courts.

Based on past experiences of the Commission in the few radio cases handled, and on its experience with publication advertisers, we feel that there is little reason for alarm. Few advertisers have been forced to discontinue their advertising altogether, and only a small percentage of the cases handled ever get beyond the stipulation stage, in which the parties agree to cease the objectionable practices.

The NAB and its managing director, Philip G. Loucks, deserve commendation for their prompt action in connection with the survey. The original plan of the Commission to call for all commercial continuities would have imposed a real hardship. Now, however, only 8 or 10 per cent of the commercial announcements of individual stations will have to be submitted.

The Trade Commission, it is obvious, decided to pitch into radio because it is jealous of its jurisdiction over all advertising which, it claims, would be preempted by the Department of Agriculture under the pending Tugwell-Copeland bill. We feel to that it would be far better to leave things as they stand rather than turn over to a new agency a degree of advertising censorship presenting a real hazard to many basic industries.

Silence Is Golden?

AS A POLITICAL strategist, Commissioner Hanley may be wiser than we think. His recent press statement, carefully timed for release while Congress is considering absorbing the Radio Commission into a Communications Commission, may have been a smart way of bidding for appointment to the new body. But the contents of his statement are open to dispute—to us, it seems, the statement betrays him in a poor light as an open-minded and judicial administrator of radio.

Constructive criticism is always welcome, and it was that kind of criticism that Chairman Sykes of the Commission, who most likely will go on the new communications board if it is created during this Congress, presented before the Senate and House committees. Judge Sykes was self-effacing; he sought no limelight or headlines; his were straight-forward, clear-thinking statements. He spoke for the Commission as a whole in making his recommendations to the Congressional committees.

But he apparently didn't speak for Mr. Hanley, who insisted upon speaking for himself with a "first anniversary" statement that he knew would win big newspaper space because of its attacks upon radio. We do not say that his attacks were entirely unwarranted in parts. We do say they were ill-judged, ill-timed and unnecessary at this time when radio is gradually but surely cleaning its own house.

We say, too, with all the vigor at our command, that the Omaha disciple of former Democratic Committeeman Arthur Mullen is absolutely wrong in urging that any "liberal number" of existing wave lengths should be allocated to the educational and religious groups, to whose cause Mr. Hanley has begun to devote himself so assiduously. This cannot be done without taking them away from their present occupants, and very few of the educator-religious group have proved by their past records that what they have to offer is what the public really wants or should have.

Mr. Hanley is a lawyer and presumably believes in due process. What justice is there in depriving some dozens of broadcasters of their facilities in order to make way for his educational-religious friends? How can the thousands of religious organizations and educational institutions, so many of them at variance with one another, be accommodated on *all*, let alone a "liberal number," of the radio waves?

If, as Mr. Hanley asserts, the American system of broadcasting is "the best in the world," why not let it improve itself without the compulsion of individuals interested primarily in their political aspirations?

Educators' Sincerity

JUST HOW sincere are the educators in their ceaseless fight for a better proportion of the wave lengths? To us it now seems wholly convincing that their militant campaign, for the most part, is simply one of sniping rather than constructive effort. Proof? We have it in the case of the newly opened 1500-1600 kc. band, which opens up three new high fidelity channels for broadcasting.

If the educators really want radio channels, and if, as they so seriously assert, the public is so hungry for their "cultural broadcasts," why did *not even one* educational institution apply for one of the three new channels? The six private applicants, one of them the distinguished inventor and engineer, John V. L. Hogan, said that at least half the radios now in use could already tune down to 1,600 kc. and all confidently foresee a real future on those waves.

The Radio Commission, at the suggestion of Senator Dill, informed more than 1,000 educational institutions that the channels were available. Only nine had the courtesy to acknowledge its letter. Not one applied for the new wave lengths, which can be duplicated many times throughout the country. Where are those vaunted "pioneers" of radio among the educators?

The RADIO BOOK SHELF

EDWIN C. HILL has published another book—a smaller volume than his collection of broadcasts published under the title of *The American Scene*, but a far better one. This one carries the same title as his CBS broadcasts: *Edwin C. Hill: The Human Side of the News* (Walter J. Black, Inc., New York, $1). It contains about 30 of his choicest broadcast talks, stories that he regards as being most readable and having the most lasting appeal. There is a preface giving a brief outline of the former star *New York Sun* reporter's career. Though each of these articles has been delivered on the radio in Ed Hill's incomparable style, we commend this little volume for an absorbing evening's reading for those who like stories of the unique and adventurous.

BUYING HABITS and brand preferences of 750,000 residents of greater Milwaukee are set forth in tabular and statistical form in the 1934 edition of *Consumer Analysis of the Greater Milwaukee Market*, compiled by the research bureau of the *Milwaukee Journal*, operator of WTMJ. This is the first issue of the brochure (which sells for $1) published since 1931 and shows many changes in the retail picture. Among several new features is a survey showing how many housewives smoke cigarettes.

We Pay Our Respects To—

RICHARD CUNNINGHAM PATTERSON, JR.

IN SEVEN YEARS NBC shot up from an infant idea into a business giant—a trifle soft and clumsy from growing so fast. Richard C. Patterson, Jr. is the man who put this stout stripling into the gymnasium.

The executive vice president of the National Broadcasting Company thinks naturally about fitness, being an athlete himself, and a director of the Y. M. C. A., which stands for physical sturdiness. Recognizing when he joined the company on Oct. 1, 1932, that what the bulky youngster needed was a little training to tie muscle and mind into an efficient unit, he went to work along this line.

There isn't much difference between putting a man or a business into the pink. Organization does the trick for the business, and as operations chief Mr. Patterson has unified and coordinated to a point where results are strikingly apparent already.

The company organization chart which reflects what Mr. Patterson has done is a picture still in the making. But it shows month by month a realignment of functions and a tightening up of the intricate NBC machinery into an effective whole. While there are major accomplishments—a new station relations set-up, a revised management plan for the big and complicated NBC plant, a revamped sales organization—these are only particular items among numerous others ranging from small to great, in the reintegration of company operations for efficiency, economy and punch.

Mr. Patterson won his administrative know-how in the varied fields of business, civic and military endeavor. For five years he was the New York City Commissioner of Correction whom the Prison Association recently called "one of the best commissioners ever identified with the department" and praised for his "high efficiency," "rigorous honesty" and "unusual devotion to the city." This record probably had much to do with the fact that Mr. Patterson was formally tendered the nomination for Mayor of New York on the Fusion ticket last summer.

The military habit is plainly discernible in Mr. Patterson's methods, which is logical enough because he distinguished himself as a soldier both on the Mexican border and again in France, where his administrative abilities and qualities of leadership gained him swift advancement.

He went to the border with Squadron A in 1916 as a private. He wore a captain's bars to France, and later became a major in the Engineering Corps, serving 13 months with the A. E. F. In 1918, he was appointed Administration Officer of the American Commission to Negotiate Peace at the Paris Conference and a year later was made a Lieutenant-Colonel. His promotion to the rank of colonel in the Military Intelligence Service came in 1930.

Part of the business life of the NBC executive vice president was passed with the J. G. White Engineering Corp. and the E. I. du Pont de Nemours Co. He is a trustee of the Central Savings Bank of New York and a member of the advisory board of the Chemical Bank and Trust Co.

After the war Mr. Patterson became greatly interested in New York civic and welfare problems. Previously he had served for a considerable period as secretary of the New York Fire Department, and as commissioner of the New York Parole Board.

Mr. Patterson was a member of the first National Executive Committee of the American Legion which he helped to organize in Paris during March, 1919. He has been decorated by the governments of France, Serbia and Panama, and was awarded the Columbia University Medal for Distinguished Public Service. He is a director of the Y. M. C. A. and the Salvation Army, a member of the Council on Foreign Relations, the New York Society of Military and Naval Officers of the World War, the Military Intelligence Reserve Society and the Beta Theta Pi fraternity. Among his clubs are the University, Piping Rock, Downtown Association and the Advertising Club of New York.

Born in Omaha, Jan. 31, 1886, Mr. Patterson attended the University of Nebraska and later the Columbia University School of Mines, where he obtained his engineering degree in 1911.

Brisk and direct, with a pair of particularly friendly brown eyes, Mr. Patterson looks the athlete and the soldier. He used to do a lot of first class swimming, as attested by a sizable collection of trophies. He still swims whenever his crowded days permit. He likes to take long walks. Though not an addict, he plays a fair game of golf and wishes he had more time for this favorite pastime.

Mr. Patterson is married to the former Shelley McCutchen Rodes of Bowling Green, Ky., and has one daughter. He lives at 555 Park Ave., New York City.

PERSONAL NOTES

QUIN RYAN, manager of WGN, Chicago, returned April 15 from a month's vacation trip through Mexico. He is now preparing a series of broadcasts from the Century of Progress Exposition to be carried this summer, patterned after his popular "World's Fair Guide" series of last season.

DEWEY DRUM, for the last 12 years advertising manager of the Ed Mellon Co., Charlotte, N. C., has joined the commercial staff of WSOC, Charlotte. Commercial Manager W. C. Irwin announces that this completes his staff.

JACK O. GROSS has been appointed commercial manager of KTBS, Shreveport, La., according to an announcement April 11 by John C. McCormack, manager.

DEAN JOHNSON, Chris Ames, and John Johnson have been added to the commercial staff of WMBH, Joplin, Mo.

NEAL BARRETT, manager of KOMA, Oklahoma City, has been elected president of the Oklahoma City Advertising Club.

JOHN SHUGARD, of the staff of WSGN, Birmingham, has been named manager of its newly opened remote control studios in Bessmer, Ala., home of the Pullman plant, from which five programs will emanate weekly. Frank Sachs has been named program director.

FRANK G. MULLOY, public relations director of WCAE, Pittsburgh, and Mrs. Mulloy, nee Charlotte Shallenberger, WCAE soprano, are parents of a daughter, born April 11.

HAROLD WHEELEHAN, operator of WSMB, New Orleans, on April 21 celebrated the ninth anniversary of the station with an open house, to which an invitation was extended to all southern broadcasters. Included among those attending were Fred Weber, NBC; Henry Slavick, WMC; Wiley Harris, WJDX; and John McCormack, KTBS.

ALLAN JACKSON, of the sales staff at KFWB, Hollywood, has returned to his desk after a serious illness of six weeks.

G. C. WESTWOOD, Los Angeles business executive, has joined the sales staff of KTM in that city.

HUDSON S. SHARPLESS, former newspaperman, in April joined the commercial department of KNX, Hollywood.

J. D. FONDA, head of Radio Surveys, Inc., Los Angeles, in April joined the sales staff of KHJ, Los Angeles, as account executive. He has been connected with Pennzoil advertising in the southwest for several years.

JOHN NESS, the past several years in charge of editorial promotion for the *Los Angeles Times*, on April 10 became manager of KMTR, Hollywood.

ON A TOUR of the country, John F. Royal, vice president of NBC in charge of production, arrived on the Pacific Coast in late April. In company of Don E. Gilman, Pacific manager, Royal spent several days in San Francisco, drove to Los Angeles for a quick inspection of the situation there and then flew to the Northwest. He will not return to New York before late May.

QUIN RYAN, manager of WGN, Chicago, has just returned from a month's vacation in Mexico. He is preparing a new series of programs to be broadcast from the Chicago World's Fair this season.

GEORGE H. JASPERT has resigned as manager of WIND, Gary, Ind., effective May 1. He is former manager of WBZ-WBZA, and of WLAP, Louisville. He has not announced his future plans.

EMIL GOUGH, Hearst Radio Service director, left his San Francisco headquarters for New York in mid-April, leaving Ollie Tuttle in charge there.

C. ELLSWORTH WYLIE, sales manager of the Don Lee network, and Paul Rickenbacker, KHJ production manager, were visitors at KFRC, San Francisco, in April. Rickenbacker made the trip to supervise the Guy Lombardo broadcast for White Owl from the KFRC studios.

PHILIP FOX, owner of KDYL, Salt Lake, was in San Francisco during April to confer with Don Gilman, NBC vice president, on network affiliation questions concerning KDYL.

GENE O'FALLON, owner-manager of KFEL, Denver, was in San Francisco in April to contract for new transcriptions and other features.

PETER DELIMA, former assistant manager of the CBS Artists Bureau in New York, on April 16 became manager of the Thomas Lee Artists Bureau, KHJ, Los Angeles. The department is named after the son of Don Lee, head of the Don Lee Net.

BEHIND THE MICROPHONE

JOHN EUGENE HASTY, author of such radio sketches as Eb and Zeb, the Dinglebenders and many Shell shows, has taken on the new duties of writing the Leaders of Tomorrow scripts on the Don Lee chain, under the sponsorship of Bank of America. William Robson has discontinued writing the serial, returning from KFRC, San Francisco to Los Angeles, where he has several other radio shows. Hasty, who also is associated with the MacGregor-Sollie laboratories in San Francisco, is collaborating with Lucy Cuddy, KFRC drama director, in doing the writing.

HIRAM HIGSBY, formerly of the WLS National Barn Dance, has joined WSGN, Birmingham, as special announcer and entertainer. He also was formerly of the CBS Network team of "Hiram and Henry." WSGN also announces the establishment of a talent booking service with Douglas Horton in charge.

ARTHUR JARRETT, once the CBS "Song Stylist," now working in the talkies in Hollywood, has been signed for the weekly Union Oil Company program over KHJ and the Don Lee-CBS chain. Placement was made by the Leo Morrison booking office.

FORD FRICK, sports announcer and secretary of the National Baseball League, has recovered from a month's illness and is back at WOR, Newark, and has been signed as announcer of the Chesterfield series on CBS.

JEFF SPARKS, former NBC announcer, has joined the announcing staff of WOR, Newark.

JOHN ALLEN WOLF, for the last three years announcer of WSFA, Montgomery, Ala., has been promoted to program director. He succeeds Meador Lowrey, resigned.

"WE OWE THANKS TO WMT

And WMT Thanks CBS

for the splendid success we have had in the past three or four years," says an executive for a group of shoe stores.

"Our seasonal products featured during the summer months over WMT showed the same increase following radio advertising as did those featured during the winter months over WMT," says the advertising director of a large packing firm.

"We stopped our announcements at one time during the summer, and our business, particularly from out-of-town customers, fell off to such an extent that radio was quickly re-contracted," says the proprietor of a large Waterloo cafe.

For recognizing these three summer "Success Stories" in a recent bulletin—and there'll be many more available at the close of the Summer of 1934

WMT

"THE VOICE OF IOWA"

IN

WATERLOO

HARRY CARLSON, formerly associated in executive capacities with broadcasting stations in the mid-west and New York, has joined the staff of WNEW, Newark, in charge of production. Mr. Carlson began his radio career as an announcer at KLZ, Denver, in 1925. He is a graduate of the University of Michigan and was a member of the University of Michigan Glee Club. He has a rich baritone voice and made his professional debut as a singer over KOA, later joining numerous choral groups over NBC.

TRENT MEREDITH has been named orchestra manager of the Thomas Lee Artists Bureau, associated with the Don Lee network on the Pacific Coast. Formerly with MCA, Meredith will handle band-bookings, working under Peter de Lima, recently named Los Angeles manager vice Ted Braun.

Just recorded
"CRAZY QUILT"
A mad jamboree of mirth, melody, and nonsense made that way by Elvia Allman, Lindsay MacHarrie, while Benny Light and Sidney Cutner, syncopaters on the ivories, hold it together with music that IS music.
Ideal for low cost spot broadcasting
EARNSHAW-YOUNG, Inc.
Hollywood
1512 News Building
New York
Detroit, Philadelphia, St. Louis, Chicago

JERRY HOEKSTRA, well-known concert and radio baritone, who was heard over WOR for over a year, has joined the staff of KMOX, St. Louis. Besides his duties as publicity director, he will be heard on several programs during the week.

MEL WILLIAMSON, remote control announcer at KHJ, Los Angeles, has joined the staff of KRKD in the same city.

PERRY LIEBER, RKO publicity executive in Hollywood, late in April took on the additional duties of program director for the weekly NBC "Hollywood on the Air" program which originates in the NBC studios on the RKO lot.

EUGENE EUBANKS, of Los Angeles, the middle of April joined the announcing staff of KFAC, Los Angeles.

SANDY MEEKS has been appointed studio manager of KTSA, San Antonio, Tex.

A. L. ALEXANDER, of WMCA, New York, is the third New York announcer to be appointed an honorary member of the International Committee on American Speech. The other two are Milton Cross and David Ross.

HOWARD WILEY, former NBC and CBS production man, is now production manager at WNEW, New York. E. Vincent Connolly, Jr., has joined the staff as an announcer.

JOE DU MOND, production manager of WMT, Waterloo, Ia., who has recently been added to the composing staff of the Forster Music Publishing Co., was in Chicago, April 16, making transcriptions at the RCA laboratories.

PETER MOLYNEAUX, editor and publisher of the *Texas Weekly*, has become associated with WOAI, San Antonio, as editorial adviser. He also broadcasts a nightly news report interpreting Texas events.

50,000 Watts
Nearest the Center of Population
820 Kilocycles
365.6 Meters
WHAS
Owned and Operated By
The Courier-Journal
The Louisville Times
Cleared Channel
Full Time
In addition to being one of the most popular, most powerful and most modernly equipped of all of the stations of the Middle West, WHAS enjoys a distinct advantage of location. As the nearest high-powered station to the Center of Population this station can give you better distribution of your message at a minimum cost.
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
New York—Chicago—Detroit—San Francisco—Atlanta

JACK SKEAVINGTON, formerly with WQAM, Miami, has joined the staff of WDOD, Chattanooga, Tenn. His feature assignment will be the conducting of the B. C. Sports Review, and the play by play broadcasts of out-of-town baseball games.

REG ALLEN has returned to the announcing staff of KGFJ, Los Angeles. He had been an announcer at KREG, Santa Ana, Cal.

GENE LLEWELLYN, soprano and pianist at WCAE, Pittsburgh, and Howard Price, WCAE tenor, plan to marry in June.

LEO KAHN has been chosen musical director of WNEW, Newark. Mr. Kahn, a violinist, is well known in musical circles, having been associated with Eddy Duchin, Leo Reisman, Dick Himber and other well-known musical organizations.

BOB HOLT, announcer at KMOX, St. Louis, has accepted the managership of KFRU, Columbia, Mo., effective April 27.

HARRISON HOLLIWAY, KFRC manager, San Francisco, has announced the appointment of Austin Peterson as continuity writer, filling the position vacated by Jennison Parker, when the latter left the end of April to continue as an artist on the Shell Show.

DEAN MADDOX has been added to the announcing staff of KYA, San Francisco, having returned from China, where he was in charge of broadcasting for the Nationalist army.

IN THE CONTROL ROOM

O. B. HANSON, NBC chief engineer, and R. M. Morris, development engineer, are making arrangements to install special short wave equipment in the gondola of the stratosphere balloon which Maj. W. E. Kepner and Capt. Albert W. Stevens will take aloft some time in June under the auspices of the Army and the National Geographic Society. NBC has arranged to cover the event via relays.

JOHN V. L. HOGAN, the New York radio engineer and inventor, who has been granted authority by the Radio Commission to erect a new broadcasting station to operate with 1 kw. on 1550 kc., announces that the station will go into operation within a few weeks after May 11, effective date of the grant.

BURTON BOATRIGHT, plant operator of KTAT, Ft. Worth, Tex., was married April 4 to Miss Doris Kimball, of Ft. Worth.

PHIL SILVERSON, sound technician of KMOX, St. Louis, will speak on "Radio Sound Effects" before the Engineer's Club of the Union Electric Co., St. Louis, May 10.

CHARLES SUTTON and George Furtney have been added to the engineering staff of KTAT, Ft. Worth.

H. PANGBORN has joined the technical staff of KFAC, Los Angeles, to handle the early morning operating shift.

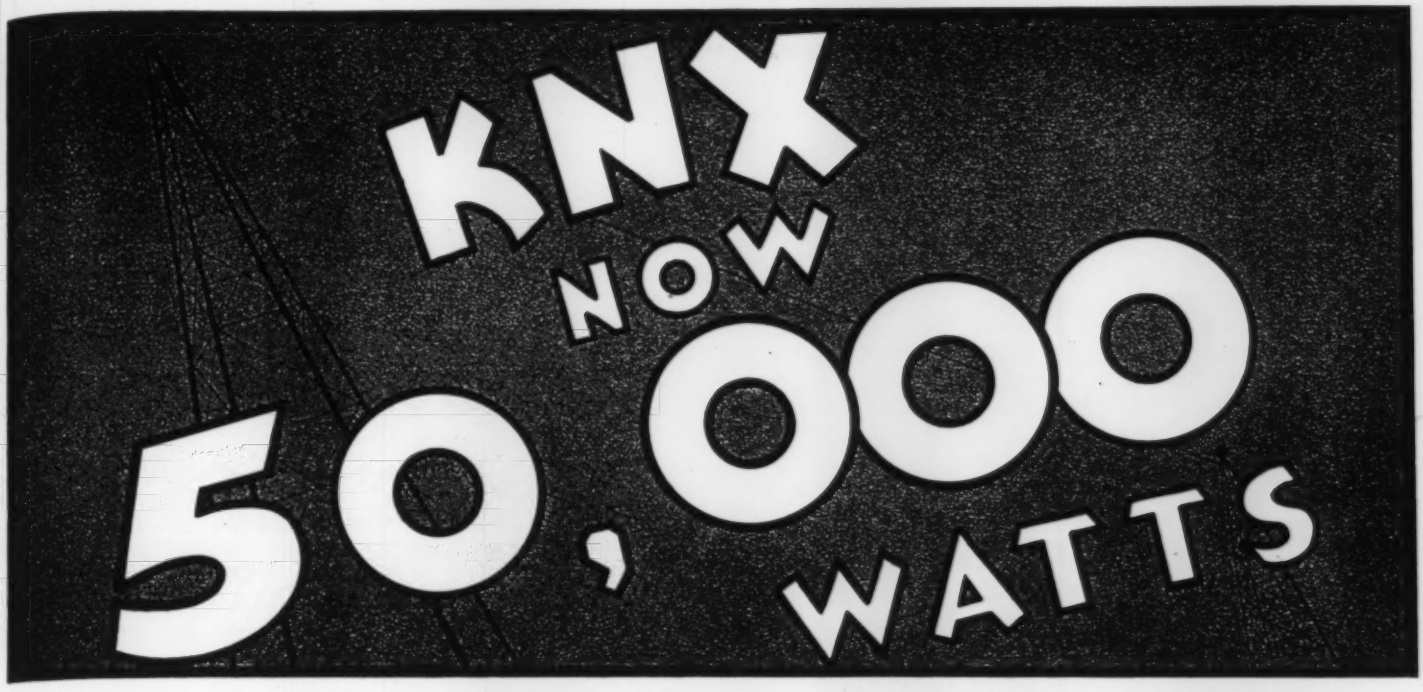
W. O. WATSON, former engineer with Vitaphone, has become chief technician for the new transcription department of Radioscript Productions, Hollywood.

JAY TAPP, chief engineer of KGER, Long Beach, Cal., is recovering from appendicitis.

FRED EILERS has been appointed chief technician at Hearst's KYA, San Francisco, succeeding T. B. Palmer, who has gone to NBC's plant department, replacing W. G. Martin, who has transferred to Radio City, New York.

LESTER CULLEY, of NBC's technical staff in San Francisco, and Elizabeth Fankhanel, social service worker, were married April 21.

HARRY CARNEY, sound effects expert, who spent 20 years in perfecting his present equipment, has joined the staff of KFRC, San Francisco.



KNX Gives Greatest Coverage Per Advertising Dollar in the 11 Western States

With only 5,000 watts, KNX gave outstanding coverage on the Pacific Coast, partially due to the peculiarly advantageous position of its transmitter. Last year, KNX jumped farther ahead with 25,000 watts. Now—with 50,000 watts, KNX is the unquestioned leader in low cost coverage of the entire Pacific Coast market.

To attain equal or better coverage than that given by KNX, it would be necessary to use one of the Pacific Coast networks or a carefully picked group of a score of "local" stations—at several times the cost of KNX. Furthermore, from the standpoint of signal strength and audibility, the chains or "local" stations would have no material extra value. Actual figures prove KNX is consistently the largest mail producing station in the 11 western states.

If you want the greatest coverage per advertising dollar in this market, 'phone, write or wire for rates and details of time and talent available.

"THE VOICE OF HOLLYWOOD"—*Speaking with 50,000 Watts*

Hollywood, California

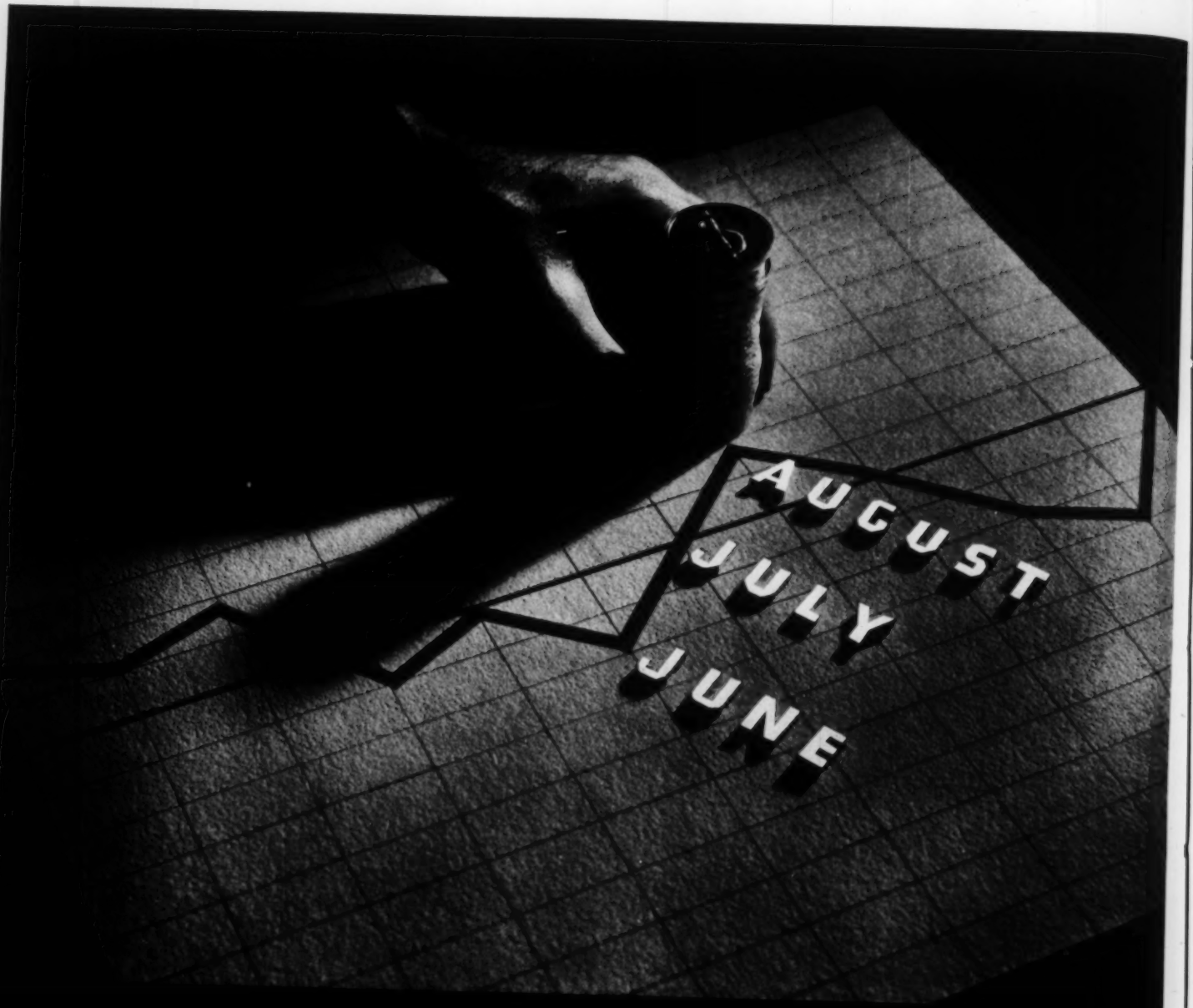
GREIG, BLAIR & SPIGHT, *Representatives*

SAN FRANCISCO OFFICE
Lindsay Spight,
485 California St.

CHICAGO OFFICE
John Blair
520 North Michigan Ave.

NEW YORK OFFICE
Humboldt J. Greig
Chrysler Bldg.

PUT YOUR MONEY ON T



Charts and figures from nation-wide Study of Summer-1934 Audience by Ross Federal Research Service under the direction of the Columbia Broadcasting System

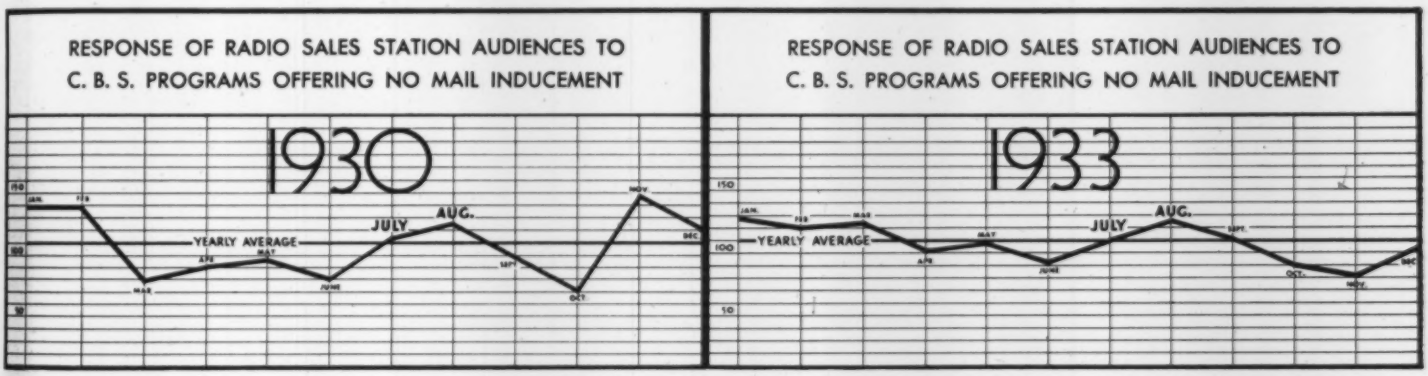
WABC NEW YORK WBBM CHICAGO WKRC CINCINNATI WJSV WASHINGTON
WBT CHARLOTTE KMOX ST. LOUIS WCCO MINNEAPOLIS ST. PAUL WPG ATLANTIC CITY
WFBL SYRACUSE KHJ LOS ANGELES KGB SAN DIEGO KFRC SAN FRANCISCO

XUM

THE PEAK OF RADIO RESPONSE

SELL THEM in SUMMER

Radio Sales Stations—key outlets of Columbia—will deliver you bigger audiences this summer than in the "peak months" of any previous winter. And for proof of the responsiveness of these listeners, study the charts below—evidence that outweighs all theory. Computed three years apart, these charts coincide in proving the same thing: that CBS audience response rises in midsummer to a definite peak—well above the year's average. Both charts are based on mail response to programs which offered no "write-in" inducement, involved no variables. Here is a scientific index of CBS audience stability, vitality, responsiveness... In 12 major territories, this rich audience is tapped by Radio Sales Stations, dominant outlets of Columbia, world's largest network. Each of these markets has been accurately mapped and audited by Columbia... each of them is ready to deliver you maximum summer sales at minimum cost. Call Radio Sales, Inc., or any Radio Sales Station.



RADIO SALES, incorporated

485 MADISON AVENUE, NEW YORK CITY

410 NORTH MICHIGAN AVENUE, CHICAGO

RADIO SALES, INC. SUPPLIES A COMPLETE SERVICE FOR LOCAL AND "SPOT" BROADCASTING OVER THE MAJOR COLUMBIA NETWORK STATIONS LISTED ON OPPOSITE PAGE

XUM

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WHK, Cleveland: F. A. Richter Co., New York (pain expeller), Polish program, once weekly, 21 weeks, SHB; Bay State Fishing Co., Boston (Forty Fathom Fish), 2 announcements weekly, 13 weeks, thru Street & Finney, N. Y.; Maryland Pharmaceutical Co., Baltimore (Rem), time signals, 13 weeks, Joseph Katz Agency, Baltimore; Nyal Ucatone Co., Chicago, 3 announcements daily, 8 weeks, A. T. Sears & Son, Chicago; Carnation Milk Sales Co., Chicago, participation in Polish and Bohemian programs, once weekly, Erwin-Wasey Co., Chicago; Ayer Co., Boston (cherry pectoral), weather reports, 26 weeks, Broadcast Advertising, Inc., Boston; Scientific Laboratories of America, Inc., San Francisco (Reducoids), announcements 6 days weekly, 21 weeks, Bob Roberts & Associates; Calcium Chloride Association, New York, 56 announcements, N. W. Ayer & Son, N. Y.; Knox Co., Kansas City (Cystex), weekly transcription, 13 weeks, Dillon & Kirk, Kansas City; Smith Brothers, New York (cough drops), 6 announcements weekly, 6 weeks, SHB; Oneida Community, Ltd., Oneida, N. Y. (Tudor plate silverware), 6 times weekly, 52 weeks, A. T. Sears & Son, Chicago; Contineutal Baking Co., New York, 6 announcements weekly, 5 weeks, Batten, Barton, Durstine & Osborn, N. Y.; Vick Chemical Co., Greensboro, N. C. (Voratone antiseptic), 6 announcements weekly, 10 weeks, Morse International, N. Y.; Provident Mutual Life Insurance Co., Philadelphia, weekly transcription, 4 weeks, WBS; Carter Medicine Co., New York (liver pills), 156 announcements, Spot Broadcasting, Inc., N. Y.; National Automobile Chamber of Commerce, Detroit, two 5-minute programs weekly, 2 weeks, Campbell-Ewald, Detroit.

WDAF, Kansas City: Standard Oil Co. of Indiana, Chicago, 26 transcription announcements, thru McCann-Erickson, Chicago; Shell Petroleum Co., St. Louis, 53 transcription announcements, J. Walter Thompson, St. Louis; Dr. Miles Laboratories, Elkhart, Ind. (Alka Seltzer), 15-minute transcription programs, 31 times, Wade Advertising Agency, Chicago; Sears Roebuck & Co., Chicago (raw fur marketing service), 5-minute transcription programs, 14 times, thru Neisser-Meyerhoff Co., Chicago.

KEX, Portland: Knox Co., Kansas City (Cystex), 15-minute electrical transcription programs once weekly, renewed 52 times, thru Dillon & Kirk, Kansas City; Montgomery Ward & Co., Chicago (raw fur marketing service), 17 five-minute transcription programs, Neisser-Meyerhoff Co., Chicago.

WLS, Chicago: Reo Motor Car Co., Lansing, Mich., 13 announcements, thru Maxon, Inc., Detroit; Riverdale Products Co., Chicago (Kod-O-Meet), three announcements weekly, indefinite period, Wade Advertising Agency, Chicago.

WENR, Chicago: Enoz Chemical Co., Chicago (moth spray), 15-minute studio programs, 13 times, thru McJunkin Advertising Co., Chicago; B. F. Goodrich Rubber Co., Akron (tires), 15-minute sports reviews daily, 26 weeks, Ruthrauff & Ryan, New York.

KJR, Seattle: McLaughlin-Gormley-King Co., Minneapolis (Evergreen insecticide), six 5-minute transcriptions, thru Campbell-Mithun Co., Minneapolis.

WGY, Schenectady, N. Y.: Carbola Chemical Co., Natural Bridge, N. Y. (Insecticide), 25 announcements, thru Frank Presbrey Co., N. Y.; Gillette Safety Razor Co., 18 announcements, Ruthrauff & Ryan, N. Y.; Kinox Co., Rutland, Vt. (Callouse-Ease), program participation, 39 times, Hays Advertising Agency, Burlington, Vt.; Knox Gelatine Co., Johnstown, N. Y., 52 one-minute transcriptions, Federal Advertising Agency, N. Y.; Niagara Hudson Power Corp., New York, 3 transcriptions weekly, 78 programs, Batten, Barton, Durstine & Osborn, N. Y.; Penn Tobacco Co., New York (Kentucky Club tobacco), twice-weekly sports review, 104 programs, Charles W. Hoyt Co., N. Y.; Reid, Murdoch & Co., Chicago (Monarch foods), 5 days weekly, 130 programs, Philip O. Palmer, Chicago; Shell Eastern Petroleum Products, N. Y., 28 time signals, J. Walter Thompson Co., N. Y., Socony-Vacuum Corp., New York (Mobiloil and Mobilgas), 13 announcements, J. Stirling Getchell, N. Y.

WCAE, Pittsburgh: Maybelline Co., Chicago (cosmetics), 13 transcriptions, SHB; Knox Co., Kansas City, Mo. (Cystex), 26 transcriptions, Dillon & Kirk, Kansas City; Socony-Vacuum Corp., New York (gas and oil), 13 transcriptions, J. Stirling Getchell, N. Y.; U. S. Gutta Percha Paint Co., Providence, R. I. (paint), 30 transcriptions, J. Walter Thompson Co., N. Y.

WEAF, New York: Phillips-Jones Corp., New York (Van Heusen collars and shirts), on April 28 started musical and comedy act with Harold Stern's orchestra, Teddy Bergman, Betty Queen and Bill Smith, Saturdays, 8-8:30 p. m., thru Peck Advertising Agency, N. Y.

WNEW, New York: American Gold-Buying Co., New York, daily quarter hour transcription, direct; Purolator Co., Newark (oil purifiers for autos), six 1-minute transcriptions weekly, 3 weeks, direct; Knox Co., Kansas City (Cystex), weekly quarter hour transcriptions, 26 weeks, Allen Smith Advertising Agency, Kansas City.

WSM, Nashville: Sears, Roebuck & Co., Chicago (furs), 13 five-minute talks, beginning Nov. 5, thru Neisser-Meyerhoff, Chicago; Comfort Mfg. Co., New York (milk of magnesia toothpaste), thrice weekly one-minute transcriptions, Street & Finney, N. Y.; McCormick & Co., Baltimore (Banquet tea), 63 announcements, Van Sant, Dugdale & Co., Baltimore; Shell Petroleum Corp., St. Louis, thrice daily announcements, J. Walter Thompson Co., St. Louis; Dodge Motor Co., 1-minute transcriptions, daily except Sunday, Ruthrauff & Ryan, N. Y. (renewal); Palmer Match Co., Akron (Strikalite matches), 5-minutes, once weekly, Edward M. Power Co., Pittsburgh; United Drug Co., Boston (Rexall products), 5 quarter hour transcriptions weekly, Street & Finney, N. Y. (renewal); Morton Salt Co., Chicago, 15 minutes weekly, 13 weeks, Wade Agency, Chicago; Pathfinder Publishing Co., Washington (Pathfinder magazine), half hour weekly, 13 weeks, Rhodes & Leisenring, Chicago (renewal); Geppert Studios, Des Moines (photo enlarging), half hour weekly, 13 weeks, Lessing Advertising Agency, Des Moines; Sales Affiliates, Inc., New York (Inecto-Rapid-Notox), 15-minute transcription weekly, 13 weeks, Biow Co., N. Y.; Capital Drug Co., Augusta, Me. (Dr. Kinsman's asthmatic remedy), 15 minutes weekly, 13 weeks, Wade Advertising Agency, Chicago.

WMAQ, Chicago: Good Humor Corp. of America, Chicago (ice cream bars), announcements for indefinite period, thru Mitchell, Faust Co., Chicago; Battle Creek Food Co., Battle Creek, Mich. (health foods), three 5-minute announcements weekly, 39 weeks, Erwin Wasey & Co., Chicago; Gas Appliance Society, Chicago (gas stoves and appliances), daily announcements, indefinite period, Campbell-Ewald Co., Detroit.

KTSA, San Antonio: Maybelline Co., Chicago (cosmetics), 13 one-minute transcriptions, SHB, Chicago; Kellogg Cereal Co., Dallas, 23 announcements, direct.

FROM THE NATION'S CAPITAL—This is the crew that handles all Presidential and Congressional broadcasts over CBS from Washington. Photo was taken during broadcasting of Senate hearings on the Wagner labor bill, shortly after same crew handled setup for the Lindbergh air mail and Wirt broadcasts. Wearing earphones is Clyde Hunt, chief engineer, and puffing pipe is Robert Trout, CBS Presidential announcer. At extreme left is William Kriz, assistant to Hunt, and at right is Ted Church, assistant to Henry Bellows, CBS vice president in Washington.

WJSV, Washington: Continental Baking Co., New York (Hostess Cakes), 5 minutes, 4 mornings weekly 5 weeks, thru Batten, Barton, Durstine & Osborn, N. Y.; Dodge Motor Corp., Detroit, 11 transcription announcements, Ruthrauff & Ryan, N. Y.; R. B. Davis Co., Hoboken, N. J. (baking powder), 5 minutes, 3 times weekly, 26 programs, Ruthrauff & Ryan, N. Y.; General Cigar Co., New York (White Owl cigars), announcements once weekly, 13 weeks, J. Walter Thompson Co., N. Y.; Gillette Safety Razor Co., Boston, 58 announcements, renewal, Ruthrauff & Ryan, N. Y.; Reid Murdoch & Co., Chicago (Monarch foods), 3 announcements daily except Sunday, Philip O. Palmer, Chicago; Waters-Genter Co., Milwaukee (Toastmaster), 3 announcements weekly, 13 times, Cramer-Krasselt Co., Milwaukee; Fred Fear & Co., Brooklyn (Easter egg dyes), 6 announcements, Menken Advertising, Inc., N. Y.; Schluderberg-Kurdle Co., Baltimore (Esskay meat products), 78 announcements, direct; American Stores Co., Philadelphia (chain groceries), quarter hour weekly, 52 weeks, Paris & Peart, N. Y.; Bulova Watch Co., New York, 2 announcements daily, 52 weeks, Biow Co., N. Y.; Stanback Co., Salisbury, N. C. (headache powder), 300 announcements, J. Carson Brantley, Salisbury; Mangels Herold Co., Baltimore (King's syrup), quarter hour weekly, 13 weeks, Emery Advertising Co., Baltimore; People's Drug Stores, Washington, review of Washington Senators' ball games, William Abernathy; Liberty Mutual Insurance Co., Boston, 6 announcements, Spot Broadcasting, Inc., N. Y.; United Drug Co., Boston (Rexal products), 5 quarter hour transcriptions, Spot Broadcasting, Inc., N. Y.; Kellogg Sales Co., Battle Creek, Mich. (Pep), 21 announcements, N. W. Ayer, N. Y.; Dodge Motor Co., 18 transcription announcements, Ruthrauff & Ryan, N. Y. (renewal); Maybelline Co., Chicago (cosmetics), 13 transcription announcements, Cramer-Krasselt Co., Milwaukee; Shell Petroleum Co., New York (Shell gas), 20 announcements, J. Walter Thompson Co., N. Y.; Pennzoil Co., Oil City, Pa., 32 five-minute evening transcriptions, Ruthrauff & Ryan, N. Y.; U. S. Gutta Percha Paint Co., Providence, R. I., 30 evening spot announcements, J. Walter Thompson Co., N. Y.

KTAT, Ft. Worth: Artcraft Industries, Ft. Worth (Wont-Run), 5 minutes, 3 days weekly, 26 programs, direct; American Airways, Inc., Ft. Worth, weekly program, direct; Berkshire Hosiery Co., Ft. Worth, 300 announcements; Bowen Air Lines, Ft. Worth (air travel), 300 announcements, direct; Hand Medicine Co., Philadelphia (Dr. Hand's worm elixir), 26 announcements, John L. Butler, Philadelphia; Lady Margaret Co., Ft. Worth (cosmetics), 100 announcements; J. W. Morrow Co., Chicago (Mar-O-Oil), 300 announcements, direct; Watch Tower Society, Brooklyn (Judge Rutherford talks), quarter hour transcriptions, thrice weekly, 156 programs, direct.

WGN, Chicago: A. J. Krank Co., St. Paul (shaving cream) 15-minute studio program, twice weekly, indefinite period, through Reincke, Ellis, Younggreen & Finn, Chicago; Good Humor Ice Cream Corp., Chicago (15-minute studio program, once weekly, 13 weeks, Mitchell Faust Co., Chicago; Procter & Gamble Co., Cincinnati (soap) 15-minute WBS transcription, daily, 52 weeks, H. W. Kastor & Sons, Chicago; D. Hill Nursery Co., Dundee, Ill. (seeds), 15-minute studio programs, once weekly, 5 weeks, Cramer-Krasselt Co., Milwaukee; Electrolux Co., Evansville, Ind. (refrigerators) time signals, indefinite period, Batton, Barton, Durstine & Osborn, N. Y.; Rit Products Co., Chicago (Koolex shaving cream) 15-minute studio program, three times weekly, indefinite period, Earle Ludgin, Inc., Chicago; John R. Thompson Co., Chicago (restaurant), Quin Ryan as World's Fair Inquiring Reporter, 15 minutes daily, 18 weeks, direct.

"You can stop talking, Mr. C I'll buy that"

"I'LL buy that. That's the way to use Radio." With but the salient facts of the Group Broadcast plan of radio advertising before him, a certain shrewdly successful automobile manufacturer saw the light. He had only to see to be sold.

In the sixty days since the ten original stations organized Group Broadcasters, Inc., twenty-three additional stations in key markets have joined the group . . . keenly interested advertising agents have asked for estimates for their clients to the tune of $2,250,000.00 . . . and two of the largest national advertisers . . . a food company and an automobile manufacturer . . . have put programs in production to be placed by Group Broadcasters, Inc., over their member stations.

All This in Sixty Days

Group Broadcasters, Inc., an organization of important independently-owned radio stations offers a new method of radio advertising having advantages never before available through radio. This method permits the advertiser to pick his best markets and to do a real job in them. It offers concentrated coverage of these markets without waste or duplication, over key stations that have demonstrated time and again their ability to produce results on a profitable basis.

It offers the most wholehearted cooperation on the part of individual stations in making the advertisers campaign a real success.

Here is a method whereby the advertiser may buy this selective concentrated coverage in one package at a lower cost than has ever before been possible over individual stations.

Before you make any advertising commitments, in justice to your clients and yourself, investigate carefully Group Broadcasters, Inc. Truly THE BEST BUY IN BROADCASTING.

MEMBER STATIONS IN BASIC AREA

WADC	Akron
WBAL	Baltimore
WLBZ	Bangor
WNAC	Boston
WICC	Bridgeport
WGR-WKBW	Buffalo
KWCR	Cedar Rapids
KYW	Chicago
WSAI-WLW	Cincinnati
WHK	Cleveland
WAIU	Columbus
CKLW	Detroit
KSO	Des Moines
WOWO	Fort Wayne
WDRC	Hartford
KMBC	Kansas City
WFEA	Manchester, N. H.
WISN	Milwaukee
WOR	Newark
WOW	Omaha
WIP	Philadelphia
WCAE	Pittsburgh
WEAN	Providence
WHEC	Rochester
WFBL	Syracuse
WMAS	Springfield
KWK	St. Louis
WSPD	Toledo
WIBX	Utica
WOL	Washington
WMT	Waterloo
WWVA	Wheeling
WORC	Worcester
WKBN	Youngstown

The list of stations in other major markets will be published shortly

GROUP BROADCASTERS, Inc.

ROOM 1432 CHRYSLER BUILDING, NEW YORK, N. Y.
TELEPHONE VANDERBILT 3-3425

3300 Union Guardian Bldg.
Detroit, Mich.
Cadillac 7200

410 Wrigley Bldg.
Chicago, Ill.
Superior 3426

Russ Bldg.
San Francisco, Cal.
Sutter 0144

25,000 WATTS

KVOO

National Cleared Channel

Complete NBC Program Service

The Most Powerful Station Between St. Louis, Dallas and Denver

EDWARD PETRY and Co. Inc.

National Representatives

New York
Chicago
San Francisco
Detroit
Atlanta

TULSA, OKLA.

WOR, Newark: Pontiac Motor Co., Pontiac, Mich., daily except Sunday, 5 weeks, WBS; United Drug Co., Boston (Rexall products), 5 times, thru Spot Broadcasting, Inc.; Gordon Baking Co., Detroit (Silver Cup bread), once weekly, 13 weeks, Sehl Advertising Agency, Chicago; Detroit White Lead Works, Detroit (paint), quarter hour weekly, 13 weeks; Empire Gold Co., New York, quarter hour weekly, 13 weeks, Frenl Advertising Agency, N. Y.; French Lick Springs Hotel Co., French Lick Springs, Ind. (Pluto water), thrice weekly talks, 4 weeks; Eastern Nu-Enamel Co., New York (paint), 5 days weekly, 13 weeks.

KSL, Salt Lake City: Chamberlain Laboratories, Des Moines (hand lotion), daily transcription announcements, 104 times, thru Coolidge Advertising Co., Des Moines; Sears Roebuck & Co., Chicago (raw fur marketing service), 17 five-minute transcriptions, Neisser-Meyerhoff, Chicago; Numismatic Co., Ft. Worth (rare coin catalogs), 15-minute studio programs once weekly, indefinite period, thru Guenther-Bradford, Co., Chicago.

WFBM, Indianapolis: Shell Petroleum Corp., St. Louis, 117 transcription announcements, thru J. Walter Thompson Co., St. Louis; Konjola, Inc., Portchester, N. Y. (proprietary), thirteen 15-minute transcriptions, Silverman Advertising Co., Chicago.

WTMJ, Milwaukee: Knox Co., Kansas City, Mo. (Cystex), 15-minute transcriptions, 26 times, thru Dillon & Kirk, Kansas City; Standard Oil Co. of Indiana, Chicago, 26 transcription announcements, McCann-Erickson, Inc., Chicago.

WXYZ, Detroit: California Packing Co., San Francisco (Del Monte salmon), two transcriptions weekly, 13 weeks, thru McCann-Erickson, San Francisco.

WOKO, Albany, N. Y.: Knox Company, Kansas City, Mo. (Cystex), thirteen 15-minute, thru Dillon & Kirk; Gem Products Sales Co., Camden, N. J. (laundry soap), thirteen 15-minute, Paris & Peart; Roxy Clothes Shops, New York, thirteen 15-minute, Peck Advertising Agency; Johnson Educator Biscuit Co., Cambridge, Mass. (crackers), 36 announcements, Radio Broadcasting Co.; Seminole Paper Co., Chicago (toilet tissue), thirteen 15-minute, Radio Broadcasting Co.; R. B. Davis Co., Hoboken, N. J. (baking powder), 26 five-minute, Ruthrauff & Ryan, Inc.; Dodge Motor Co., Detroit, 18 announcements, Ruthrauff & Ryan, Inc.; Carter Medicine Co., New York (liver pills), 156 announcements, Spot Broadcasting, Inc.; United Drug Co., New York (Rexall Stores), five 15-minute, Spot Broadcasting, Inc.; Gillette Safety Razor Co., Boston, 54 announcements, WBS; Fels & Co., Philadelphia (Fels-Naptha Soap), 78 15-min., Young & Rubicam.

WOAI, San Antonio: Gardner Nursery Co., Seattle, transcription announcements, 6 days weekly, thru Northwest Radio Advertising Co., Seattle; Western Co., Chicago (Dr. West's toothpaste), announcements, 6 days weekly, J. Walter Thompson Co., Chicago; Magnolia Petroleum Co., Dallas, announcements 4 days weekly, Johnson Advertising Co., Dallas; Coleman Lamp & Stove Co., Wichita, Kan., 19 transcriptions, Potts-Turnbull Co., Kansas City, Mo.; Carl Pool Mfg. Co., San Antonio (pants and shirts), 52 weekly transcriptions, direct; United Drug Co., New York (Rexall products), transcriptions 5 days weekly, Street & Finney, N. Y.; Pennzoil Co., Oil City, Pa., 16 transcriptions, Ruthrauff & Ryan, N. Y.

WCAU, Philadelphia: Carter Medicine Co., New York (liver pills), 3 announcements weekly, 52 weeks, thru Spot Broadcasting, Inc., N. Y.; United Remedies, Chicago (Peruna, Kolor-Bak, Acidine, etc.), 13 transcriptions weekly, 52 weeks, Heath-Seehoff, Chicago; Provident Mutual Life Insurance Co., Philadelphia, weekly transcription, 4 weeks, WBS; Fred Fear & Co., Brooklyn (egg dye), 3 transcriptions, SHB; Gilbert & Barker, Springfield, Mass. (oil burners), 7 announcements; Seminole Paper Co., Chicago (for American Stores), studio program once weekly, 52 weeks, Paris & Peart, N. Y.; Elizabeth Arden, Philadelphia (health salon), 3 times weekly, 2 weeks, Blaker Advertising Agency, N. Y.

WSB, Atlanta: Shell Petroleum Corp., St. Louis, 117 transcription announcements, thru J. Walter Thompson, St. Louis; Sears Roebuck & Co., Chicago (raw fur marketing service), thirteen 5-minute electrical transcription programs, 13 times, thru Neisser-Meyerhoff Co., Chicago; Reid, Murdoch & Co. (food products), three announcements weekly, 52 times, thru Philip O. Palmer, Chicago.

WJR, Detroit: Columbia Conserv Co., Indianapolis, Ind. (canned food), daily announcements Mrs. Page, 1 weeks, thru Gundlach Advertising Co., Chicago; Bowey's Inc., Chicag (Dari-Rich), daily announcement Uncle Neal, indefinite period, C. We del Muench & Co., Chicago; Ball Bros., Muncie, Ind., 5 minutes twice weekly, 26 times, Appelgate Advertising Co., Muncie Ind.; Chr. Hansen Laboratories, Little Falls, N. Y. (ice cream dessert), daily announcement Mrs. Page, 52 times, Mitchell Faus Advertising Co., Chicago; McLaughlin-Gormley-King Co., Minneapolis (Evergreen insecticide), 5-minute transcriptions, 6 times, Campbell-Mithun, Inc., Minneapolis; Walter H Johnson Candy Co., Chicago (candy bars), 26 daily announcements, Geo J. Kirkgasser Co., Chicago; Western Co., Chicago (Dr. West toothpaste), daily announcements, 24 times, thru J. Walter Thompson Co., Chicago; Shell Petroleum Corp., St. Louis, 117 transcription announcements, J. Walter Thompson, St. Louis; Numismatic Co., Ft. Worth (rare coin catalog), 15-minute studio programs, indefinite period, Guenther-Bradford Co., Chicago; Knox Co., Kansas City (Cystex), 15-minute electrical transcription programs weekly, 52 times, Dillon & Kirk, Kansas City.

WORC, Worcester, Mass.: Socony-Vacuum Co., New York, 13 daily announcements, thru Sterling Getchell, N. Y.; Gillette Safety Razor Co., 13 one-minute sketches, Ruthrauff & Ryan, N. Y.; Hand Medicine Co., Philadelphia (Dr. Hand's worm elixir), 59 one-minute announcements, John L. Butler Co., Philadelphia; Loose-Wiles Biscuit Co., Boston (Krispy Krackers and Hydrox Cookies), 117 announcements, Newell-Emmett Co., N. Y.; Rumford Baking Co., Rumford, R. I. (Bakesall), two quarter hours, twice weekly, 13 weeks, Atherton & Currier, Boston; Shell Petroleum Co., New York, 20 announcements, J. Walter Thompson Co., N. Y.; Maybelline Co., Chicago (cosmetics), 13 announcements, Cramer, Krasselt Co., Milwaukee; General Baking Co., New York (Bond Bread), 38 announcements, Batten, Barton, Durstine & Osborn, N. Y.; American Association of Soap & Glycerine Producers, New York (GPA glycerine), weather reports, two and a half months, Newell-Emmett Co., N. Y.

WGAR, Cleveland: Shell Petroleum Corp., St. Louis, 117 transcription announcements, thru J. Walter Thompson Co., St. Louis; Numismatic Co., Ft. Worth (rare coin catalog), 15-minute studio programs, indefinite, Guenther-Bradford Co., Chicago.

Cornell Station Plans Channel Shift Appeal

AN APPEAL from the decision of the Radio Commission authorizing experiments on two clear channels, under which WBAL, Baltimore, WTIC, Hartford; KRLD, Dallas, and KTHS, Hot Springs, Ark., would acquire virtually full-time operation, will be filed in behalf of WESG, Elmira, N. Y., it was stated April 25 by Dale Drain, attorney for the Cornell University station. The Commission's decision was to become effective April 29.

WESG, regularly assigned to the 1040 kc. channel, daytime, was ordered shifted to 580 kc. to make way for the other shift, which involved the clear channels of 1040 and 1060 kc., on which the four stations were regularly licensed to share time. Commissioner Harold A. Lafount dissented from the Commission's ruling, and announced that he is preparing a formal dissenting opinion.

WSPD

The ONLY Broadcasting Station in Toledo and Northwestern Ohio

Effectively serving a trade area of 1,151,322 population— a primary coverage of 50 miles

Basic Station of the Columbia Broadcasting System

A rather convincing proof of our position in this field is evidenced in the fact that our production for March, 1934, was more than double that of March, 1933

Representatives:

J. H. McGILLVRA
1703-485 Madison Ave.
New York, N. Y.

MYRON A. RECK
A-1808 Insurance Exchange
175 W. Jackson Blvd.
Chicago, Ill.

WSPD

Studios—The Commodore
Perry Hotel, Toledo, O.

TOWERS OF WOOD

Spliced Poles to 200'
Guyed Masts
Fabricated Self Supporting
Full Price Range

JOSLYN MFG. & SUPPLY COMPANY
Franklin Park, Ill.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

ELIZABETH ARDEN, New York (cosmetics), on April 24 started Maury H. B. Paul as "Cholly Knickerbocker" and Don Bestor's orchestra on 38 CBS stations, Tuesdays, 9-9:15 p. m., with repeat for CBS-Don Lee network at 12:30-12:45 a. m. Agency: Blaker Advertising Agency, N. Y.

MacFADDEN PUBLICATIONS, Inc., New York (True Story Magazine), on May 4 starts "True Story Court of Human Relations" on 35 CBS stations, Fridays, 8:30-9:15 p. m., with repeat for west 11:30 p. m.-12:15 a. m. Agency: Erwin, Wasey & Co., N. Y.

INDIVIDUAL DRINKING CUP Co., Easton, Pa. (Dixie Cups), on May 7 starts "Dixie Circus," script act, on 10 CBS stations, Mondays, 6:45-7:15 p. m. Agency: Young & Rubicam, N. Y.

JOHNS-MANVILLE Corp., New York (roofing), on May 12 starts Floyd Gibbons and guest speakers on 45 NBC-WEAF and supplementary stations, Saturdays, 8:30-9 p. m., with repeat for 8 NBC-KGO stations at 12 midnight. Agency: J. Walter Thompson Co., N. Y.

CARLETON & HOVEY Co., Lowell, Mass. (Father John's Medicine), on Oct. 14 starts "Gems of Melody" on 21 NBC-WEAF stations, Sundays, 2:45-3 p. m. Same sponsor on Oct. 17 starts same program on 18 NBC-WJZ stations, Wednesdays, 7:15-7:45 p. m.

S. C. JOHNSON & SONS, Racine, Wis. (auto polish), on May 6 starts an added series with Tony Wons, Peggy Keenan and Sandra Phillips on 22 CBS stations, Sundays, 5:15-5:30 p. m. Same sponsor's regular CBS series on May 1 shifts to Tuesdays and Thursdays, 1:45-2 p. m. Agency: Needham, Louis & Brorby, Chicago.

UNION CENTRAL LIFE INSURANCE CO., Cincinnati, on April 13, renewed "Roses and Drums" on 26 CBS stations, Sundays, 6-6:30 p. m., April 29 to June 3, 1934, suspending during summer, but returning Sept. 9 to Sundays, 5-5:30 p. m. Agency: J. Walter Thompson Co., Chicago.

CLIMALENE Co., Canton, O. (water softener), on May 10 renews "Climalene Carnival" with Harold Stokes' orchestra, Frank Hazzard, Gale Page and the King's Jesters on 14 NBC-WEAF stations (without WEAF), Thursdays, 11:30-12 noon. Agency: W. S. Hill Co., Pittsburgh.

CAMPANA SALES Co., Batavia, Ill. (Italian Balm), on May 4 renews the "First Nighter" on 39 NBC-WEAF and supplementary stations, Fridays, 10-10:30 p. m. Agency: Aubrey, Moore & Wallace, Chicago.

GREAT ATLANTIC & PACIFIC TEA Co., New York (foods), on April 30 renewed the "A. & P. Gypsies" with Harry Horlick's orchestra and Frank Parker, on 17 NBC-WEAF stations, Mondays, 9-9:30 p. m. Agency: Paris & Peart, N. Y.

WYETH CHEMICAL Co., New York, on Oct. 3 renews "Easy Aces" on 20 CBS stations, Wednesdays, Thursdays and Fridays, 7:15-8:30 p. m., EST. On May 2 "Easy Aces" shifted its schedule to 8:15-8:30 p. m.; program will suspend July 6 until renewal Oct. 3. Agency: Blackett-Sample-Hummert, N. Y.

HUDNUT SALES CO., New York (cosmetics), has extended for four weeks to June 1, its "Marvelous Melodies" programs on 23 CBS stations, Fridays, 9:30-10 p. m. Agency: Batten, Barton, Durstine & Osborn, N. Y.

J. A. FOLGER & Co., San Francisco (coffee), on May 1 renews "Lee S. Roberts and His Old Memory Box" on split NBC-KGO network comprising KGO, KFI, KGW and KHQ, Tuesdays and Fridays, 9-9:15 a. m., PST; starting Sept. 18 program will add Sundays, same time. Agency: Botsford-Constantine & Gardner, San Francisco.

SWIFT & Co., Los Angeles (Formay shortening), on May 1 renews "Al Pearce and His Gang" on basic NBC-KGO network, Tuesdays and Thursdays, 2-2:30 p. m., PST. Agency: J. Walter Thompson Co., Los Angeles.

SHELL OIL Co., San Francisco, on May 7 starts variety show with guest artists on basic NBC-KGO network, plus KFSD, WTAR, KDYL, Mondays, 8-9 p. m., PST, program originating in Radio Playhouse, Los Angeles. Agency: J. Walter Thompson Co., San Francisco.

DWIGHT EDWARDS Co., Oakland, Cal. (Airway Coffee), on May 4 starts "In Old Brazil," with Argentina Trio, Rita Lane, Cameron Prudhomme and Ned Tollinger, on basic NBC-KGO network, plus KDYL, KOA and KTAR, Fridays, 8:45-9 p. m., PST, and Mondays, 9-9:15 p. m., PST. Agency: Ernest R. Ham Advertising Agency, San Francisco.

PARAFFINE COMPANIES, Inc., San Francisco (Pabco floor covering, roofing and paints), on June 7 renews Helen Musselman, John Teele and Frank Provo in dramatic skit on "Women's Magazine of the Air," on basic NBC-KGO network, plus KFSD, Thursdays, 10:40-11 a. m., PST. Agency: Emil Brisacher & Staff, San Francisco.

NESTLE'S MILK PRODUCTS, Inc., San Francisco (Alpine Milk), on May 15 starts "Will Aubrey, Bard of the Highways," on special network comprising KGO, KFI, KGW and KFSD, Tuesdays and Fridays, 3:15-3:30 p. m., PST. Agency: Ruthrauff & Ryan, N. Y.

GEORGE W. CASWELL Co., San Francisco (coffee), on May 14 renews on "Women's Magazine of the Air" on NBC-KGO network, Mondays, 10:50-11:10 a. m., PST. Agency: Emil Brisacher & Staff, San Francisco.

CBS CHANGES: Due to the advent of Daylight-Saving Time, April 29, the following CBS accounts will be shifted to the new EDST times indicated: Ford Dealers "Waring's Pennsylvanians," Thursdays and Sundays, 9:30-10 p. m., from April 29; Centaur Co., Albert Spaling and Conrad Thibault, Wednesdays, 10:30-11 p. m., from May 2; American Home Products Corp., Everett Marshall, Wednesdays, 8:30-9 p. m., from May 2; Sterling Products, Inc., "Big Hollywood Show," with Accordiana, Tuesdays, 8:30-9 p. m., from May 1; A. S. Boyle Co., "Lazy Dan," Sundays, 2:30-3 p. m., from April 29; Wyeth Chemical Co., "Easy Aces," Wednesdays, Thursdays and Fridays, 8:15-8:30 p. m., from May 2; Sterling Products, Inc., "Skippy," 5:15-5:30 p. m., with repeat at 6:15-6:30 p. m., Ward Baking Co., "Ward's Family Theater," Sundays, 9-9:30 p. m., from May 6; Union Central Life Insurance Co., "Roses and Drums," Sundays, 6:30 p. m., from April 29; Continental Baking Corp. "Little Jack Little," Fridays, 9:15-9:30 p. m., from May 18.

EARL SHARP, veteran music arranger, who had been on the arranging staff of NBC for the past year, died in San Francisco, April 13.

Service Men to Launch Radio Drive June 10-16

LAUNCHING a campaign to stimulate public interest in radio, the Institute of Radio Service Men has designated the week of June 10-16 to open its drive for "100 per cent radio." During this week emphasis will be placed on automobile radios, with manufacturers and broadcasters in many cities cooperating in the promotion.

Ken Hathaway, executive secretary of the institute, declared the "100 per cent radio" program is a continuous national promotional plan, with the 3,000 members of the institute constituting the nucleus of an active field force, distributing literature about the industry to non-listeners as well as to listeners, setting up window displays and telling the story of radio to set owners. "Make America Radio Minded" has been adopted as a slogan.

WMCA
NEW YORK

"Without using any other form of advertising (than WMCA) in the metropolitan area, we have secured complete distribution, and what is more important, repeat orders are coming in consistent volume."

(Name on request)

FEDERAL BROADCASTING CORPORATION

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
601 Russ Bldg., San Francisco
3326 Stuart Bldg., Seattle
619 Charles Bldg., Denver

KVI Leads in Tacoma-Seattle Retail Accounts

KVI

TACOMA, WASHINGTON

Puget Sound Broadcasting Company
INCORPORATED

500 WATTS 570 KC.

Follow the lead of the merchant who knows the market.
KVI, a pioneer Columbia Station.

There's Something "DOING" IN DETROIT!

Detroit is setting the pace for all other American cities in economic recovery. Here are a few reasons why the Detroit area is "ripe" for increased sales today;

Industrial employment is 111.2—an increase of 134% over a year ago. Department Store volume for March was 90% greater than a year ago.

Passenger car deliveries for March totaled 7,855—the highest since 1930. Industrial power consumption has increased 131% over last year.

To get the greatest returns from your radio advertising in this lucrative market, you will naturally use CKLW. More local advertisers (and they know) use CKLW than any other network station in the Detroit area.

Member COLUMBIA Basic Network

CKLW

5,000 Watts
840 Kc.
In the Center of the Dial

THE INTERNATIONAL STATION

Windsor offices—
Guaranty Trust Bldg.,
Phone—4-1155

Detroit offices—
Union Guardian Bldg.,
Phone—CAdillac 7200

Thar's Gold and Silver in Them Thar Utah Hills

KDYL

In that boom year—1929—Utah produced $9,376,747 in silver and $4,969,915 in gold. Today gold is selling at 69% above its 1929 price and silver 21% above the '29 average.

•

You can reach the people of this leading mining state through KDYL—the station which covers the hills and valleys where the people live—not the snow-capped mountain peaks and barren sage brush flats.

•

Eighty-two percent of Utah's half million population earn and spend their money within KDYL's Salt Lake City trading zone. In the remainder of the state there are only 14 persons to each ten square miles.

•

"THE *popular* STATION"

Salt Lake City
Utah

an NBC Station

Representatives
GREIG BLAIR & SPIGHT, INC.
New York - Chicago
San Francisco - Los Angeles

NBC Reports on Services

(Continued from page 11)

express their interest and appreciation. The company's agricultural broadcasting service enjoys a remarkable degree of public approval.

EDUCATION

By Dr. Robert M. Hutchins

President, University of Chicago

It has become evident that the greatest service we can render the public schools of the land can best be organized through local broadcasting facilities. This is due to the fact that education in our country is definitely given over to various states. . . . I am glad to say that a great number of our American cities have sensed the great value of broadcasting as a new medium of education and are using the facilities of local broadcasting stations which have been given them without cost.

Not with a view toward lightening the responsibility of radio for school broadcasting, but rather with a view toward improving programs for local needs, may I suggest that perhaps recorded lesson programs in individual schools, or a wired system from the central school building may prove to be the most desirable thing? As public time on the air becomes more valuable it may be wasteful to supply time for programs serving so few in the community, particularly when the few are in a position to be served as organized bodies through the school system. . . .

The NBC Music Appreciation Hour, the Magic of Speech and Radio Guild have continued to serve a wide audience of listeners in the schools of the land because in the fields of music, drama and speech we find little or no conflict in the pedagogy by which these subjects are taught.

In radio-education, one audience we should try to reach is the naturally intelligent group, interested in knowledge and culture, which has little or no contact with educational institutions. This field can be developed. From a practical standpoint it can be made an essential part of this nation's culture—because by meeting the masses of the people where they are, you can command their attention and awaken new interests. By presenting materials attractively to people who are without a great background of knowledge, you can lead them to the source-materials so that they will get it for themselves.

LABOR

By William Green

President, Am. Fed. of Labor

The masses of the people are happy over the fact that the management of the NBC has steadfastly maintained the great democratic principle of free speech. No one can successfully charge that the company's administrators have curtailed or abridged the exercise of the right of free speech.

During political campaigns the representatives of all political parties have been accorded the privilege of transmitting political messages and in the few difficult situations which arose great tolerance and fairness was shown by those in charge. It is clearly evident that the extension of the use of the radio under the management of the NBC will be made to speakers on all appropriate subjects regardless of the different opinions or points of view.

I appraise the work of the NBC during the past year, from the standpoint of labor, as most satisfactory.

MUSIC

By Dr. Walter Damrosch

Noted Conductor and Composer

An interesting and highly commendable feature has been the weekly recitals given by some of our greatest pianists, organists, violinists and singers. The fact that many of these concerts of music of the higher class have been sponsored by commercial organizations seems to prove that a change of heart has come to the officials of our great manufacturing companies and their advertising agencies.

They are realizing that the great American public has awakened to the higher pleasures of art and are demanding real music over the radio. I welcome this change with joyous acclaim of trumpets and drums. . . .

I should be glad to see a concerted movement started by our educators and labor leaders, and all those interested not only in the material but in the cultural development of our young people, towards having radios and loudspeakers placed in every school and college in the country. Because their schools are not provided with radios, there are still millions of students who are debarred from taking advantage of the musical contributions and of other educational activities which the radio offers free of any expense to the schools.

Perhaps such great organizations, interested in the cultural development of our young people, as the Parent-Teacher Association or the National Federation of Music Clubs, could be induced to interest themselves in this movement.

RELIGIOUS ACTIVITIES

By Morgan J. O'Brien

Noted New York Attorney

There is general agreement that the broadcasting of religious programs has:

1. Induced a better understanding between the various faiths and denominations.
2. Increased the religious toleration of individuals.
3. Contributed a stimulating influence to church life.
4. Supplied a religious service to people not associated with any specific faith.
5. Supplied religious services to thousands of homes in localities where, owing to reduced appropriations, the neighborhood churches have been unavoidably closed.
6. Supplied a service to invalids, shut-ins, lighthouse keepers and others in remote places, who would otherwise have been denied any opportunity of participating in religious worship.
7. Created an ever-increasing audience for religious programs.

In short, religious radio, with its invisible reach, is a quiet but constructive force for spiritual well-being.

WOMEN'S ACTIVITIES

Mrs. John D. Sherman

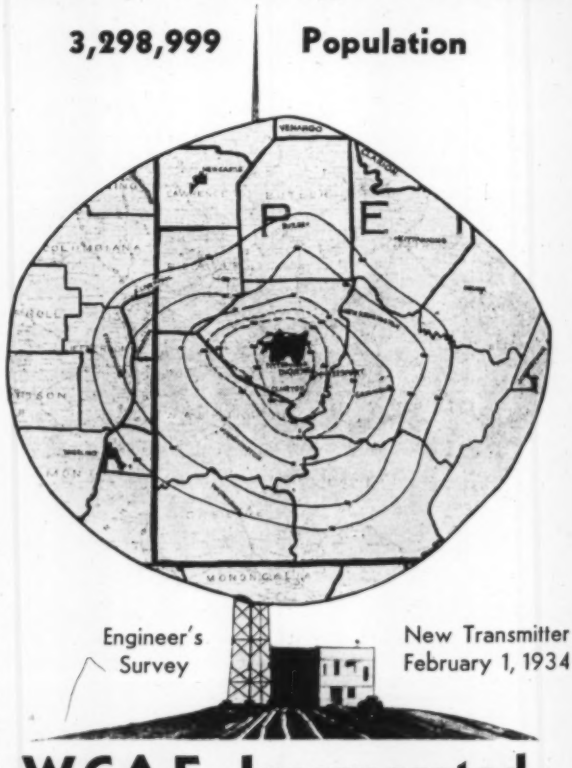
Past President, General Federation of Women's Clubs

Radio has been of incalculable value to organizations of women engaged in public activities of nation-wide interest. Until it became available, the extent of the active participation in these organizations was somewhat limited, as the dissemination of information concerning their objectives was confined largely to the membership and such publicity as might have been accorded by the press. Radio has offered the many women's organizations an unequalled opportunity for reaching beyond the ranks of their own members.

WNBR, Memphis, will again broadcast Southern Association baseball. For the fifth consecutive year, Coca-Cola will sponsor all out-of-town games of the Memphis Chicks. No home games will be broadcast but they will be carefully summarized in the regular evening sports resume.

Primary Coverage Reaches

3,298,999 Population



WCAE, Incorporated
PITTSBURGH, PA.

PROSPECTS

MAZER-CRESSMAN Cigar Co., Detroit, will use radio with window displays to introduce its new Tennyson brand cigar in Michigan, Ohio, Pennsylvania, Oklahoma and New Jersey. Radio will also be used to promote its Humo, Florida Man, Dime Bank, Tom Keene, Counselor and Hauptman brands. Quentin Just, sales promotion manager, will direct the campaign, which will be handled by Harold Aarons, Inc., Detroit agency.

ROYAL LIQUOR PRODUCTS, Inc., San Francisco, will use radio with other media in a campaign to be started in the San Francisco Bay area and then extended nationally. Sidney Garfinkel Advertising, San Francisco, handles the account.

SOCONY-VACUUM Corp., New York (Mobiloil and Mobilgas), will use radio spots in a big new spring campaign directed by J. Stirling Getchell, New York.

THE JEL-SERT Co., Chicago (powdered dessert), will use radio and newspapers in a campaign to be handled by Rogers & Smith, Chicago.

H. R. HEYMANN Co., New York (Brill's E-Zee-Freez ice cream powder), has appointed Donahue & Coe, New York, to handle a campaign including radio.

PUBLIC FOOD STORES, San Francisco, will use spot radio in central California, and has appointed the Brewer-Weeks Co., San Francisco, to handle the campaign.

L'ITALIA, San Francisco daily Italian newspaper, is sponsoring three half-hours weekly, music and drama, done in Italian and English, beginning May 1, on KYA.

Babe Ruth Disk Series Offered as "Give-Away"

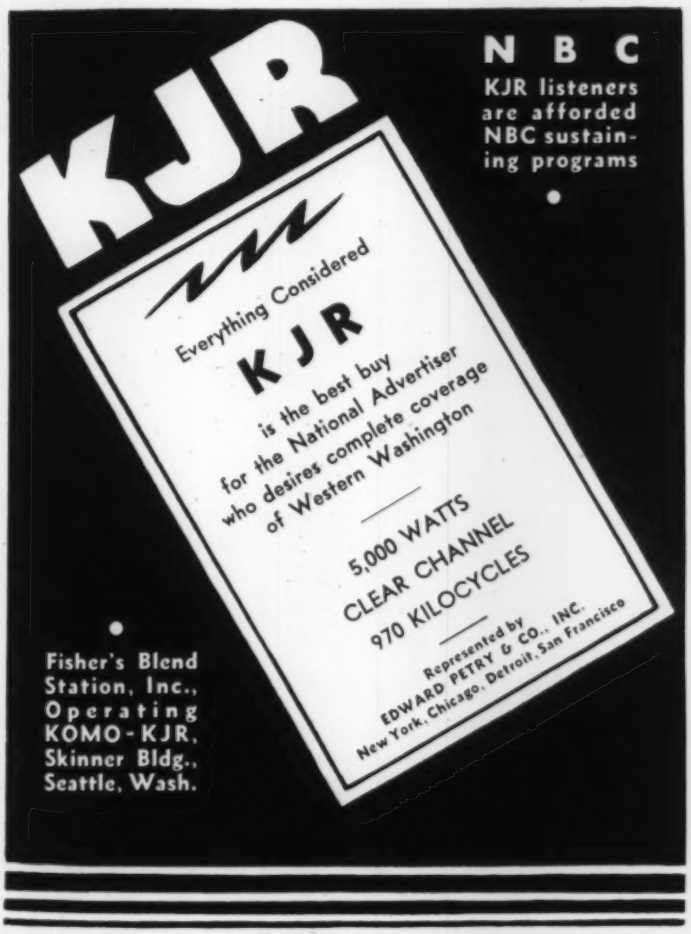
THAT the code for the broadcasting industry has not stopped entirely the "give-away" offers by agencies to stations is revealed in a letter written by Helen Wood, of Fletcher & Ellis, Inc., New York, to KWKC, Kansas City, Mo.; WROL, Knoxville, Tenn., and other stations.

Declaring that several stations had requested the privilege of broadcasting transcriptions of the Babe Ruth series, which went on an NBC network April 16 for Quaker Oats, the agency states that it supplied at least one station with 13 such transcriptions to be released weekly on a no-cost-no-pay basis. A similar offer was made to KWKC and WROL. Apparently most non-network stations are being circularized.

Symphony Extended

ORIGINALLY signed for eight weeks, to end April 24, the CBS series of the Minneapolis Symphony Orchestra, conducted by Eugene Ormandy and sponsored by the General Household Utilities Co., Chicago (Grunow refrigerators), has been extended for five additional broadcasts, from May 1 to 29, inclusive. This means holding the orchestra together beyond its usual season for local Minneapolis concerts.

CALL letters of WRAM, Durham, N. C., have been changed to WDNC by authority of the Radio Commission.


KJR
N B C
KJR listeners are afforded NBC sustaining programs
Everything Considered
KJR
is the best buy for the National Advertiser who desires complete coverage of Western Washington
5,000 WATTS
CLEAR CHANNEL
970 KILOCYCLES
Represented by EDWARD PETRY & CO., INC. New York, Chicago, Detroit, San Francisco
Fisher's Blend Station, Inc., Operating KOMO-KJR, Skinner Bldg., Seattle, Wash.

James Whitcomb Riley's
"Circus Day Parade," when "the bugles played and played" and "the glossy horses tossed their flossy manes and neighed" . . . how it thrilled the youngsters of yesterday. TODAY . . .

All Hoosierdom Thrills to the

"RADIO PARADE"

. . . across the Radio Stage with the Stars of WKBF

•

A full hour of variety entertainment

More of the Many Features Building and Holding the Audience for

WKBF

IN INDIANAPOLIS

D. E. "Plug" Kendrick, *General Manager* — L. L. "Jake" Jaquier, *Commercial Manager*

INDIANA'S ONLY NBC OUTLET

National Representatives
GREIG, BLAIR & SPIGHT, Inc.
New York Chicago Los Angeles San Francisco

A HAPPY "SPOT" FOR ANY PROGRAM!

One of the good things about spotting a program on Station WAVE is that you get real coverage of a BIG market, at SMALL station rates . . . For WAVE is the only N. B. C. Station that has *primary coverage* in the Louisville market, yet nearly a million people live in that area—450,000 of them *virtually within sight of our tower.*

Representatives in New York and Chicago: Free & Sleininger, Inc.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

RADIO ADVERTISERS AGENCIES AND REPRESENTATIVES

THREE ADDITIONS to the radio department of the Blackman Company are announced by Carlo DeAngelo, radio director. Randolph Hall, formerly in the radio department of the McCann Erickson Company and later in charge of production of programs on the west coast for Batten, Barton, Durstine and Osborn, is assistant to Mr. DeAngelo in production. Edward Peyton Harris joins the agency as a writer in the radio department. For four years he was an assistant to Ida Bailey Allen, the radio cooking expert. Mary Louise Anglin, who formerly assisted Mr. DeAngelo at N. W. Ayer & Son, has been appointed general office assistant.

LOS ANGELES office of Botsford, Constantine and Gardner has taken over account of Gilmore Oil Co., Ltd., Los Angeles. John H. Weiser has been transferred from San Francisco office to take charge of Los Angeles quarters. A campaign will be launched for Red Lion gasoline. Account was formerly handled by Chet Crank Agency, Los Angeles, with Gilmore Circus on NBC, which was discontinued in March.

HUGH M. FEELEY, for 10 years with the Capper Publications as a member of the sales staff in their New York and Chicago offices and for two years representative of WIBW, Topeka, has been appointed an account executive in the Chicago office by Free & Sleininger, Inc., radio station representatives of New York and Chicago.

THE PAUL H. RAYMER Co., New York, has been appointed exclusive eastern representative for WDOD, Chattanooga, Tenn.

SHERMAN ROGERS, formerly with the Paris office of Erwin Wasey & Co. and more recently radio and publicity director for the Lawrence Fertig Co., and Robert C. Hattersley, lately with *Liberty* magazine and the McCormick publications, have organized The Rogers-Hattersley Co., with headquarters in the Chanin Building, 122 East 42nd Street, New York. The firm will engage in the advertising business, specializing in radio production and general publicity, serving advertisers direct and cooperating with advertising agencies which do not have organized radio and publicity facilities.

FREE & SLEININGER, Inc., direct station representatives of New York and Chicago, has moved into larger quarters at 180 No. Michigan Ave., Chicago. The company has installed teletype equipment to maintain instant communication between its offices and the stations it represents.

ANDRESON-RYAN COFFEE Co., Duluth, Minn. (Arco Coffee), has appointed the Chicago office of Batten, Barton, Durstine & Osborn to handle its advertising.

LEONARD COX, who formerly wrote and handled the "Main Street Sketches" on WOR, has been named radio director of the Chicago office of Hanff-Metzger, Inc.

CLIMAX CLEANER MFG. Co., Cleveland (wall paper cleaner), has appointed Krichbaum-Liggett Advertising Agency, Cleveland, to handle its advertising.

HUBBEL PRODUCTS Corp., Boston (Dr. Hubbel's Formula), has appointed P. F. O'Keefe Advertising Agency, Boston, to handle its advertising.

CHARLES F. MATTLAGE & Sons, New York (orange juice, salad dressing), has appointed Badger & Browning & Hershey, New York, to handle its advertising.

OUTBOARD MOTORS Corp., Milwaukee (Evinrude and Elto motors), has appointed Scott-Telander, Inc., Milwaukee, to handle its advertising.

THOMAS BRUNI & Son, West New York, N. J. (Casa Bruni Vermouth, Cordials, Grenadine, and other liquor products), has appointed the Gotham Advertising Co., New York, to handle its advertising.

GARCIA SUGARS Corp., New York (Bolero Cuban Rum), has appointed the Gotham Advertising Co., New York, to handle its advertising.

MIFFLIN CHEMICAL Corp., Philadelphia (mouthwash), has appointed Howard Law & Co., Philadelphia, to handle its advertising.

H. FENDRICK, Inc., Evansville, Ind., has named Ruthrauff & Ryan, Inc., Chicago, to handle the advertising of Charles Denby and Little Fendrick cigars.

Brewery Plugs Dealers, Avoids Praise of Beer

WEST COAST BREWERIES, new Los Angeles organization, producing and marketing Fleischmann brand beer, on April 15 started a program on KTM from midnight to 4 a. m. daily. The broadcast does not advertise the beer or extol its benefits and uses the Fleischmann name only incidentally. Instead, commercial plugs are used to name and describe the retail places where the beer is available.

First two weeks of the program was in recorded form. Starting some time in May the sponsors expect to use the radio time to present talent from the beer parlors, each place giving an entire program. KTM time will be used as a test campaign for the new brewery. Manager of the West Coast Breweries is Joseph Ricketts, who was formerly manager for San Val Oil and Water Co., Los Angeles, distributors of Tarzana mineral water.

Remington-Rand, Chain Named in Big Libel Suit

A $250,000 libel suit was filed April 14 in Kansas City, Mo., against CBS, KMBC and Remington-Rand, Inc., Buffalo, sponsors of "The March of Time," because of alleged slander and libel made against Robert J. Coffey, chief of police at Kansas City, during a recent dramatization of the Kansas City elections.

The specific utterance to which Mr. Coffey took exception was a description of the police chief as an "ex-convict" who had "served time in the penitentiary." Mr. Coffey declares this is false.

★ ★

JOS. HORNE Co.

Selected

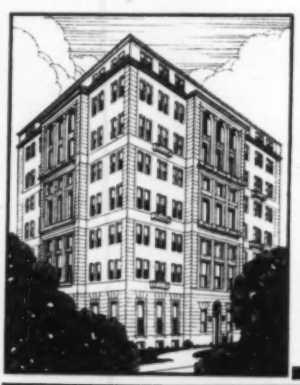
WJAS

PITTSBURGH

as the only Radio Station to advertise its recent 85th anniversary celebration. (Year's foremost merchandising event)

WJAS - - - Columbia Basic Network

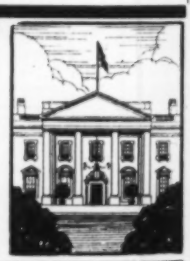
1,000 WATTS NIGHT 2,500 WATTS DAY



Smart surroundings in WASHINGTON

The pleasure of your visit to Washington will be enhanced by smart surroundings in Hay-Adams House.

This hotel, located near the Federal Radio Commission and business district, offers the best in accommodations. Write or wire NATHAN SINROD, MANAGER, for further information.



HAY-ADAMS HOUSE

Opposite the White House

STUDIO NOTES

KHJ, Los Angeles, observed its twelfth birthday on April 13 with a 45-minute evening program. Originally owned by the *Los Angeles Times*, Don Lee acquired the station in November, 1927. Increased power and larger quarters, with consequent broadcast of better programs, have marked the station under its present ownership. It is key of the Don Lee-CBS network.

SEVENTY-THREE stations responded to a request of W. W. Behrman, director of WBOW, Terre Haute, Ind., recently to help locate the son of a Terre Haute business man who had left a military school in the east. The boy was located in Texas.

KFAC, Los Angeles, on April 1, started to broadcast 24 hours a day, instead of closing down at midnight. This so-called "graveyard shift" will consist entirely of phonograph recordings and transcriptions and will be titled "The Serenade."

WCBA-WSAN, Allentown, Pa., is remodeling its three studios and installing an audition room and reception hall, spending $5,000 for new equipment, chiefly composite.

WDOD, Chattanooga, Tenn., celebrated its ninth anniversary on the air April 14 by holding an informal reception. Radio listeners were invited to visit the studios between the hours of 7 and 10. Approximately 1,000 responded. A large birthday cake made by Glenna Strickland, who conducts the "Cooking School of the Air," punch and cakes were served.

BECAUSE of prolonged use of the radio, the Sanders Clothing Co., Milwaukee, does not mention its name or address in its daily program on WTMJ but merely reminds the listener of the "Dollar Plan." The continuity reads: "The name and address? Why, it isn't necessary to mention it. One company alone leads the field."

"AN INQUIRING microphone" has been set up in front of the Atlas Radio Company's store in Cleveland by WHK and passers-by are asked questions on sports, politics and news topics.

A PERMANENT file of everything said over WBT, Charlotte, N. C., is being kept by order of William A. Schudt, Jr., manager.

ONE of the most extraordinary bits of machinery purchased by a radio station is a Diesel track-type tractor, bought by WTIC, Hartford, to maintain the road between its transmitter at Avon and Hartford.

LOS ANGELES broadcast forces have started out with a baseball league in their own ranks with initial affray scheduled between KNX and KHJ.

WBT, Charlotte, N. C., celebrated its thirteenth birthday April 7 with a show lasting an hour and a quarter.

A COMMERCIALLY sponsored American radio program was heard in England and continental Europe April 14 when a special broadcast from the Byrd Expedition (Grape Nuts) was transmitted from KFZ, the CBS station at Little America, by short wave to the BBC via Buenos Aires and thence to the radio systems of Austria, Holland, Norway, Denmark, and Sweden.

MISS RADIO of 1934 has been selected in a beauty contest conducted in Ohio, Indiana, and Kentucky by WCKY, Cincinnati, and has been awarded a trip to Miami and $100 in cash.

WDOD, Chattanooga, Tenn., will again broadcast all of the out-of-town games played by the Chattanooga Lookouts this year. The schedule calls for 77 road games, and the broadcasting of them has been sold to local sponsors. This is the fifth year that these broadcasts have been presented.

WITH eleven of the finest dance orchestras in New York, WMCA is extending its nightly round the town parade to 3 a. m., the curfew hour, thus presenting four and a half continuous hours of dance music.

Standard Oil Discs

STANDARD Oil Co. of Indiana has placed a series of 26 one-minute transcribed announcements, at the rate of three a day on an average, through 58 stations—18 Central, 17 Southern, and 23 Northern. Those in the South and Central areas finished April 27; in the North they will begin May 3, and finish May 11. They are heard morning and afternoon. McCann-Erickson, Inc., Chicago, is the agency, and the transcriptions are by World Broadcasting System.

Dill Asks A. T. & T. Study

A RESOLUTION (S. Res. 225) for investigation of the American Telephone & Telegraph Co. by the Senate Interstate Commerce Committee was introduced April 26 by Chairman Dill, of that committee. The probe would be conducted this summer and fall and would cover the entire scope of the company. He said the investigation should be made irrespective of action on the pending communications bill which would create a commission to regulate all communications.

FONTENELLE TESTED RADIO FEATURES SYNDICATE SCRIPTS

Carry Your Winter Audience Through the Summer
Tested Scripts of Every Type
All Listed Programs Timed for Sponsorship
We Find New Friends For Your 'Hit' Programs

B. A. FENNER, Mgr. 2891 Cass St. Omaha, Nebr.

Probably a good hog-caller could give the local radio folks a run for their money out here where most every home is only a vocal chord away.

The metropolitan trading area of Los Angeles boasts half the population of all California bottled up in 1% of its area.

This photograph peeking into the windows of the Nation's fourth largest market was taken from the top of Mt. Wilson which shoulders its way up along the city limits of this Promised Land! Reading from left to right. . . . Long Beach, San Pedro, Los Angeles, Hollywood, Venice at extreme right, Pasadena in foreground, and Catalina Island, swimming out there in the ocean. But what's all this to do with radio advertising?

TWO PROGRAMS FOR PRICE OF ONE

This picture is intended to impress the fact that you don't need the most powerful long-range radio station to get the good word to these 2½ million Southern California people. KFWB, located in the heart of this market, will ring the radio bell in every home at rates that mean two programs instead of one. Full information at your request.

KFWB

LOS ANGELES, CALIFORNIA
Owned and Operated by
WARNER BROS. MOTION PICTURE STUDIOS

METROPOLITAN LOS ANGELES: 50% of California's People . . . 1% of its Area.

24,827

Cards and letters in 4 weeks for Pixitz Department Store late afternoon program on

WSGN

BIRMINGHAM, ALABAMA

$60 buys 4 weeks of daytime spots.

STEVE CISLER, Manager — FULL TIME 1310 KC.

THIS SUMMER

more than ever ---

KEEP ADV

DVERTISING GOING *TO KEEP* BUSINESS COMING

There is no time or place this year for real or imaginary summer let-downs in any branch of business. Things are going ahead. Keep them moving . . . Keep business coming . . . Manufacture . . . Advertise . . . Sell!

A Big Summer For Business

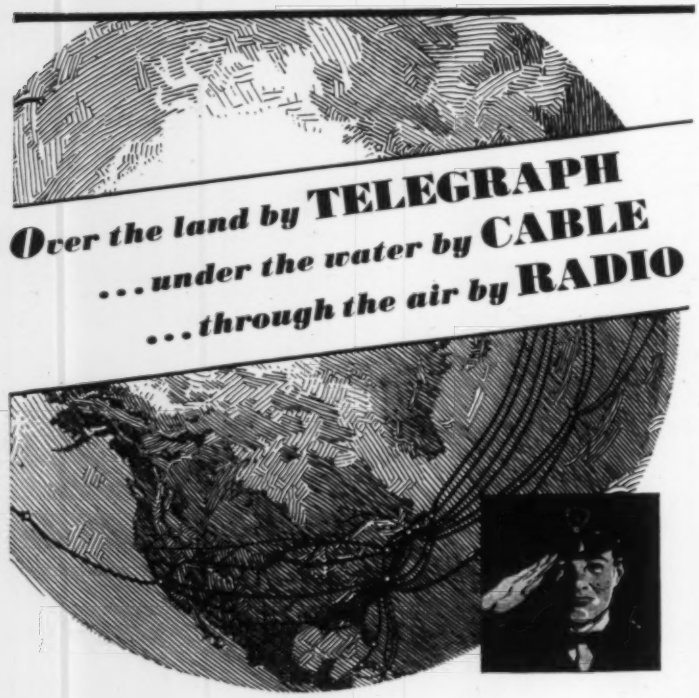
If our business is any indication (and we think it is) there will be no summer slack in sales effort and activity. Here we are in early May with about 80% of our present clients already signed to continue broadcast advertising during the summer. That means our bookings for the summer months are greater than for any previous summer in NBC history. And it also means that our clients are manufacturing, and people are buying. Advertising is a barometer of business, and advertising appropriations are on the increase. Which emphasizes our point "This summer, more than ever, keep advertising going to keep business coming".

NATIONAL BROADCASTING COMPANY, INC.

NEW YORK • CHICAGO • SAN FRANCISCO

Broadcasting Headquarters

XUM



Over the land by TELEGRAPH
...under the water by CABLE
...through the air by RADIO

..Coordinated Communications that COVER THE WORLD

● Across the town or across the state...across the country or across the seven seas...it makes no difference when you use Postal Telegraph. For Postal Telegraph is part of the great International System, which provides fast, accurate, dependable message communication to the entire world through the perfect coordination of telegraph, cable and radio facilities.

Postal Telegraph reaches 80,000 places in the United States and Canada.* Working in conjunction with the other members of the International family, it reaches Europe, Asia and The Orient through Commercial Cables; Central America, South America and the West Indies through All America Cables; and ships at sea via Mackay Radio.

Use Postal Telegraph. As a member of the International System, it is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.

*In Canada, through the Canadian Pacific Railway Telegraphs.

To Telephone a Telegram, Cablegram or Radiogram just call "POSTAL TELEGRAPH" or *dial* your local Postal Telegraph office. Charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables · All America Cables · Mackay Radio

Two Sponsors Promote Pancakes - Syrup Series

SPERRY FLOUR Co., Los Angeles, and Pioneer Maple Products Co., St. Paul, Minn., in April started to use KTM, Los Angeles, for a combination campaign. The McCord Agency, Tower Bldg., Minneapolis, handles account for the Pioneer firm, with the Los Angeles office of Sperry handling its part direct.

The cooperative program is a half hour weekly with the "101 Ranch Hands," newly recruited group of radio entertainers directed by George Bradbury, of San Gabriel, Calif. Commercial announcements stress the appetizing pancakes cooked with Sperry flour and served with "Bucket Syrup" (Pioneer Maple Products Co.).

Broadcasts also call attention to personal appearances of the ranch hands at open air markets on weekends. Boys appear with chuck wagon and burros.

WFBG
ALTOONA, PA.
1310 kilocycles
100 watts
AVAILABLE FOR SPONSORSHIP
"Birthday Greeters" Program
Big Result Getter
Write Roy Thompson
"Voice of the Alleghenies"

Lansing Case Appealed

AN APPEAL from the Radio Commission decision granting the application of Harold F. Gross and associates, for a new station in Lansing, Mich., was filed with the Court of Appeals of the District of Columbia April 19, by Herman Radner, an unsuccessful competitive applicant. Both the Radio Commission and Arthur W. Scharfield, Washington counsel for the successful applicant, filed motions to dismiss the appeal as well as the Radner petition for a stay order.

Historical Radio Scripts Go to Museum, College

FROM RADIO script to the State Historical Museum and source material for a class in history—such is the record of 33 scripts used in producing "Pioneers," a program sponsored by the People's Bank & Trust Company, Seattle, Wash., and broadcast over KJR. The series has been discontinued until September.

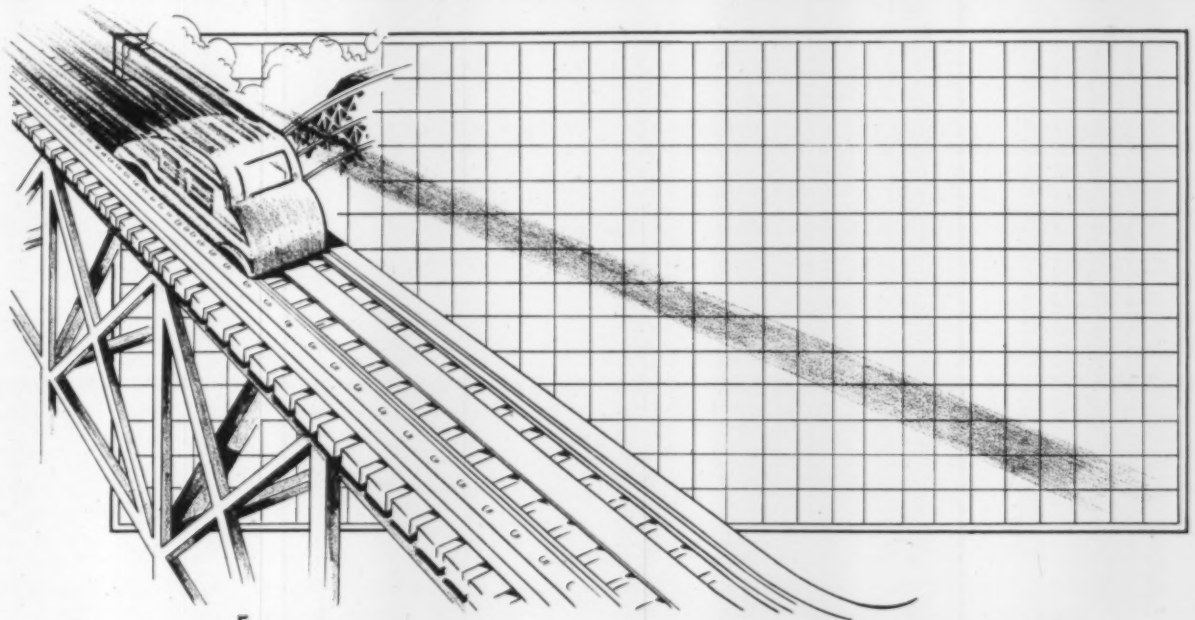
For two years the bank has sponsored this program. The second year the series, written by David Halpern of the KOMO-KJR continuity staff, consisted of authenticated stories of the Pacific Northwest—Washington, Oregon, British Columbia, and Alaska. W. L. Davis, professor of history at the College of Puget Sound, Tacoma, Wash., and also a trustee of the Washington State Historical Museum, located in Tacoma, requested and received permission from the People's Bank & Trust Company to receive two copies of every one of the 33 scripts, one copy to go into the Washington State Historical Museum and the other to be used in teaching northwest history in the college.

YESTERDAY AND TOMORROW
Under One Roof

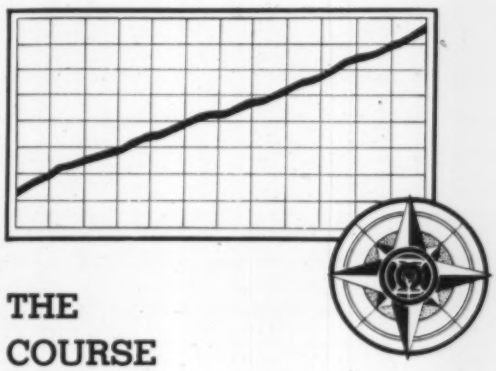
The elegance of yesterday and the modernity of tomorrow are yours at the famous Auditorium Hotel — completely modernized at a cost of over $100,000.

All the distinctive characteristics of superlative living, the high standards of service, the inimitable food and the distinguished Michigan Avenue location are offered you today in a new dress at a daily rate from $1.50 single without bath—from $3 single with bath—double from $5.
Write for illustrated folder

ARTHUR J. NEWMAN · · · · · MANAGER
AUDITORIUM HOTEL
CHICAGO



IT'S FUN ON A COASTER DIP *but*..TERRIBLE ON A SALES CHART



THE COURSE OF SUMMER RADIO ADVERTISING IS CHARTED NOR' BY NOR'EAST

THE well-dressed sales chart is wearing an up-hill line these days.

Progressive broadcasters have found BROADCASTING MAGAZINE the smart way of keeping that line headed Nor' by Nor'east, because it is the medium read by advertising executives.

Your best prospects, Mr. Station Manager, are our regular readers.

Your advertisement in our columns tells the men you want to reach about radio where they are looking for it.

We call that stream-lined selling—it cuts down sales resistance.

BROADCASTING

Broadcast Advertising

National Press Bldg. Washington, D. C.

ACTIONS OF THE
FEDERAL RADIO COMMISSION

APRIL 16 TO APRIL 28 INCLUSIVE

Applications . . .

APRIL 17

WLEY, Lowell, Mass.—CP to move transmitter and studio from Lexington, Mass., to Lowell, Mass.

WEBR, Buffalo, N. Y.—CP to change frequency from 1310 kc. to 630 kc., increase power from 100 w., 250 w., LS to 500 w.; make changes in equipment; and move transmitter from Terminal Bldg., Buffalo, to Lackawanna, N. Y.

NEW, Virgil V. Evans, Spartanburg, S. C.—CP to operate on 920 kc., power of 1 kw.; amended to request authority to erect new station instead of making changes in WSPA.

WEED, Greenville, N. C.—CP to move transmitter to 528 S. Vyne St., Rocky Mount, N. C.; amended to move transmitter to 2.3 miles from business center of Rocky Mount, N. C.

WROL, Knoxville, Tenn.—Special experimental authorization to change frequency from 1310 kc. to 1050 kc. (clear), or 1010 kc. (regional), and to increase power from 100 w. to 250 w., using directional antenna. (Contingent upon the decision on WIS.)

WBAA, W. Lafayette, Ind.—Modification of license to make changes in specified hours of operation (facilities of WKBF); amended to make additional changes in hours of operation.

KVL, Seattle.—License to cover 5-P-B-3139 to move studio and transmitter locally.

Applications returned: NEW, Ben Parker, Breckenridge, Tex.—CP to operate on 960 kc., power of 10 w., S. H.; WCNW, Brooklyn, N. Y.—License to cover CP granted 2-13-34 to move transmitter and install new equipment.

APRIL 19

WAAT, Jersey City, N. J.—License to cover 1-P-B-2450, as modified, to increase power, make changes in equipment and move transmitter locally.

WHBD, Mount Orab, Ohio.—Consent to voluntary assignment of license to Veebee Corporation.

WKZO, Kalamazoo, Mich.—CP to move transmitter, exact site to be determined; change equipment; change hours of operation from D. to unlimited and power from 1 kw., LS to 500 w., 1 kw., LS; amended to request power of 250 w., 1 kw., LS.

WKBO, Harrisburg, Pa.—CP to install new equipment and move transmitter and studio locally.

NEW, Ark.-La.-Tex. Radio Corp., Laurel, Miss.—CP to operate on 1310 kc., power of 100 w., specified hour (facilities of WAML).

NEW, Samuel Nathanuel Morris, Stamford, Tex.—CP to operate on 1420 kc., power of 100 w., specified hour (facilities of KFPL); amended re hours of operation and facilities.

WJJD, Chicago.—CP to install new equipment.

WMBH, Joplin, Mo.—Consent to voluntary assignment of license to Joplin Broadcasting Company.

WCAL, Northfield, Minn.—CP to increase power from 1 kw. to 1 kw., 2½ kw., LS; also make changes in equipment.

WHB, Kansas City, Mo.—Special experimental authorization to operate on 1120 kc. with power of 500 w., LS to midnight, except time when WTAW is operating.

NEW, W. L. Gleeson, Sacramento, Calif.—CP to operate on 1490 kc., power of 5 kw., unlimited time; amended to request transmitter and studio locations to be in Sacramento instead of Salinas, Calif.

Applications returned: WTBO, Cumberland, Md.—CP to install new equipment; KARK, Little Rock, Ark.—Modification of license to increase power from 250 w. to 250 w., 500 w., LS; KGY, Olympia, Wash.—Special experimental authorization to operate additional specified hours; KFIZ, Fond du Lac, Wis.—Modification of license to change frequency from 1420 to 1310 kc.; WKZO, Kalamazoo, Mich.—Modification of license to change hours of operation from D. to unlimited and change power from 1 kw., LS. to 500 w., 1 kw., LS.

APRIL 21

WSAR, Fall River, Mass.—License to cover CP 12-15-33 to move transmitter and studio.

WHP, Harrisburg, Pa.—Modification of license to operate additional specified hours.

WIBG, Glenside, Pa.—CP to change equipment, increase power from 100 w. to 50 w., change time of operation from D. to unlimited, move transmitter to Whitpain Township, Washington Square Heights, Pa., and studio to Broad and Walnut Sts., Philadelphia.

WDNC, Durham, N. C.—License to cover CP granted 2-2-34 to move transmitter and studio, make changes in equipment, change frequency from 1370 kc. to 1500 kc., and change corporate name.

KVOS, Bellingham, Wash.—CP to move transmitter and studio locally.

Applications returned: KPRC, Houston.—Modification of license to increase power to 5 kw.; KFKA, Greeley, Colo.—CP to move transmitter and studio to Cheyenne, Wyo., change operating frequency 780 kc., increase power to 1 kw., and change time to unlimited.

APRIL 25

WCNW, Brooklyn, N. Y.—Modification of 1-P-B-2790, as modified, and to make equipment changes and increase power from 100 w. to 100 w., 250 w., LS.

NEW, Arde Bulova and Norman K. Winston, Brooklyn, N. Y.—CP to operate on 1400 kc., 1 kw., unlimited time; amended to request 500 w. power (facilities of WARD, WBBC, WLTH, WVFW).

WNRA, Muscle Shoals City, Ala.—Modification of license to change power and time from 100 w., D., to 100 w., unlimited (facilities of WAMC).

NEW, Oregon Radio, Inc., Salem, Oreg.—CP to operate on 1370 kc., power of 100 w., D. (one-half facilities assigned to KOOS).

Applications returned: WIBG, Glenside, Pa.—Modification of license to increase power to 500 w. and time to unlimited; NEW, W. L. Gleeson, Sacramento, Calif.—CP to operate on 1490 kc., power of 5 kw., unlimited time; NEW, F. L. Whitesell, Forty Fort, Pa.—CP to operate on 930 kc., 1 kw., D.; WROL, Knoxville, Tenn.—Special experimental authorization to change frequency from 1310 kc. to 1050 or 1010 kc., increase power from 100 w. to 250 w., using directional antenna; WHAD, Milwaukee, Wis.—Special experimental authority to operate on 580 kc., power of 1 kw., unlimited time, to be used with directional antenna for period ending 4-1-34; also change transmitter site and install new equipment; amended re equipment.

APRIL 27

KBTM, Jonesboro, Ark.—Modification of CP granted 11-21-33 and extended completion to 7-15-34.

WIND, Gary, Ind.—CP to install new equipment and increase power from 1 kw. to 1 kw., 2 kw., LS.

KSD, St. Louis.—Modification of license to increase power from 500 w. to 500 w.,1 kw., LS.

KGHL, Billings, Mont.—Special experimental authority to operate on 780 kc. and make equipment changes.

KMED, Medford, Ore.—CP to increase power from 100 w. to 100 w., 250 w., LS; also install new equipment.

KGY, Olympia, Wash.—Special experimental authority to operate additional specified hours.

KZJ, Walla Walla, Wash.—Extension of special experimental authority to operate unlimited time until 1-1-35.

APRIL 28

WATR, Waterbury, Conn.—Modification of CP to change location of transmitter and studio locally. NEW, Martin C. McIntyre, Bradford, Pa.—CP to operate on 1420 kc., 100 w., unlimited.

KARK, Little Rock, Ark.—Modification of license to increase power from 250 to 250 w., 500 w., LS.

NEW, Isaac N. Adickes, Jr. and Landon Neal, Huntsville, Tex.—CP to operate on 1310 kc., 100 w., unlimited.

NEW, The Herald Publishing Co., Denison, Tex.—CP to operate on 880 kc., 100 w., D.

WROL, Knoxville, Tenn.—Special experimental authority to change frequency from 1310 to 1050 kc., increase power from 100 to 250 w., using directional antenna.

KOL, Seattle.—CP to move transmitter locally; also equipment changes.

KHJ, Los Angeles.—CP to increase power from 1 kw. to 1 kw. night, 2½ kw., LS.; also install new equipment.

KFRC, San Francisco.—CP to increase power from 1 kw. to 1 kw. night, 2½ ks., LS.; also install new equipment.

Decisions . . .

APRIL 17

WLW, Cincinnati.—Granted special experimental authority to operate with 500 kw. power, using transmitter of W8XO for period ending Aug. 1.

KFPY, Spokane, Wash.—Granted special temporary authority to operate without an approved frequency monitor for not more than two weeks from April 20.

WAWZ, Zarephath, N. J.—Granted renewal of license on temporary basis subject to such action as the Commission may take on renewal application now pending before it, designated for hearing.

WBNX, New York.—Granted renewal of license on temporary basis subject to such action as the Commission may take on renewal application now pending before it, designated for hearing.

Set for hearing: NEW, Joseph Pappalardo, Methuen, Mass.—CP on 1120 kc., 500 w., D.; NEW, D. J. Burton and L. C. Davis, Temple, Tex.—CP on 990 kc., 250 w., D.; WDGY, Minneapolis.—CP to make changes in equipment, increase D. power from 1 kw. to 2½ kw. (1 kw. night) and change hours of operation from limited to unlimited, to be heard before the Commission en banc on June 6.

WGBI, Scranton, Pa.—CP 880 kc., 1 kw., to share with WQAN, heretofore set for hearing, was dismissed at request of applicant.

NEW, Victor Beverly Pitts, Raton, N. Mex.—CP 1500 kc., 100 w., D., heretofore set for hearing, was dismissed at request of applicant.

KQV, Pittsburgh.—Granted extension of special temporary authority to operate simultaneously with WSMK from 7:15 p. m. to 12 midnight, from April 15 to May 1.

WSMK, Dayton.—Granted extension of special temporary authority to operate simultaneously with KQV from 7:15 p. m. to 12 midnight, from April 15 until May 1.

APRIL 20

WTOC, Savannah, Ga.—Granted CP to install new equipment and increase D. power to 1 kw., and set for hearing application to increase night power to 1 kw.

WHEF, Kosciusko, Miss.—Granted consent to voluntary assignment of CP from J. Niles Boyd Wholesale Grocery Co. to Attala Broadcasting Corp.

KGHF, Pueblo, Colo.—Granted CP to make changes in equipment and increase power from 250 w., night, 500 w., day, to 500 w. (Judge Sykes voted to set application for hearing.)

KSO, Des Moines.—Application to change frequency from 1370 to 1320 kc. and increase power from 100 w. night, 250 w., LS, to 250 w.; withdrawn from hearing docket and granted.

Set for hearing: WEAN, Providence, R. I.—Modification of license to increase power from 250 w., night, 500 w., day, and additional 250 w., night, on experimental basis, to 500 w.; WBNX, New York—Special experimental authority to increase power from 250 w. to 500 w. for 60 days.

NEW, John V. L. Hogan, Long Island City, N. Y.—Granted CP to operate on 1550 kc., 1 kw., variable; such part of the full 24-hour day as is necessary for conduct of the planned research.

NEW, American Republican, Inc., Waterbury, Conn.—Granted CP to operate on 1530 kc., 1 kw., unlimited time.

NEW, Pioneer Mercantile Co., Bakersfield, Calif.—Granted CP to operate on 1550 kc., 1 kw., unlimited time.

NEW, First National Television, Inc., Kansas City, Mo.—Granted CP to operate on 1530 kc., 1 kw., unlimited time.

NEW, Unity School of Christianity, Kansas City, Mo.—Denied CP to operate on 1530 kc., 1 kw., unlimited time.

NEW, Fred W. Christian and Raleigh W. Whiston, Norco, Calif.—Denied CP to operate on 1570 kc., 1 kw., maximum, unlimited time.

KNX, Los Angeles.—Granted modification of license to increase power from 25 kw. to 50 kw., effective April 27.

WAAT, Jersey City, N. J.—Application for renewal of license designated for hearing.

NEW, S. George Webb, Newport, R. I.—Application for new station at Newport, redesignated for hearing because application has been amended to request unlimited time on 1200 kc.

WBAA, Boston—Application for modification of license redesignated for hearing on bill of particulars dated Dec. 7, 1933, since amended application involves portion of facilities of WKBF.

KQV, Pittsburgh—Renewal application designated for hearing to see if broadcasts are in the public interest.

WSBT, South Bend, Ind.—Granted extension of special temporary authority to operate without an approved frequency monitor, beginning April 16 and ending April 26.

APRIL 24

WNBX, Springfield, Vt.—Granted CP to make changes in equipment and increase power from 250 to 500 w.

KGBU, Ketchikan, Alaska—Granted CP to move transmitter and studio locally in Ketchikan.

WDBO, Orlando, Fla.—Granted special experimental authority to increase D. power to 1 kw., and set for hearing the application to increase night power to 500 w.

KSTP, St. Paul—Granted extension of special experimental authority to 11/1/34, to operate with 25 kw. D. only; granted license covering changes in equipment.

WHBL, Sheboygan, Wis.—Granted license covering changes in equipment.

KPJM, Prescott, Ariz.—Granted license covering changes in equipment and move of transmitter and studio locally.

KTFI, Twin Falls, Idaho—Granted license covering local move of transmitter and studio.

WBRC, Birmingham, Ala.—Granted authority to determine operating power by direct antenna measurement.

WDAF, Kansas City, Mo.—Granted authority to determine operating power by direct antenna measurement.

KUSD, Vermillion, S. Dak.—Granted special authority to remain silent from June 11 until Sept. 1, during summer vacation.

KGA, Spokane, Wash.—Designated renewal application for hearing and granted temporary license subject to such action as the Commission may take on its renewal application.

Set for hearing: NEW, Federal Broadcasting Corp., New York—CP 810 kc., 500 w., limited time (facilities of WNYC); NEW, A. L. Boykin, Tallahassee, Fla.—CP 1310 kc., 100 w., unlimited time; NEW, Abraham Shapiro, Astoria, Oreg.—CP 1370 kc., 100 w., unlimited time; KSTP, St. Paul—Modification of license to increase power from 10 kw. to 25 kw.; WMAZ, Macon, Ga.—Modification of license to change hours of operation from limited to unlimited (to be heard by the Commission en banc May 23); KOL, Seattle—CP to move transmitter locally in Seattle, make changes in equipment, change frequency from 1270 to 660 kc., increase power from 1 kw., night, 2½ kw., day (facilities of KGA); also requests special experimental authority to change frequency from 1270 to 660 kc. for six months experimentally (to be heard by the Commission en banc on June 6).

NEW, National Broadcasting Co., Seth Parker (Ex-Georgette)—Granted special experimental license, 55 w., location: Schooner *Seth Parker*.

Decisions . . .

WGES, Chicago—Granted special temporary authority to operate specified hours, instead of sharing with WJKS.

NEW, Virgil Evans, Spartanburg, S. C. —Application for station at Greenwood, S. C., remanded to examiner for additional testimony.

WPFB, Hattiesburg, Miss.—CP to move transmitter and studio, change frequency and time, heretofore designated for hearing, dismissed at request of applicant.

KVOS, Bellingham, Wash.—Granted CP to move station locally.

WDRC, Hartford, Conn.—Granted CP to change equipment and increase day power to 2½ kw.

WJJD, Chicago—Granted CP to install new equipment.

KGAR, Tucson, Ariz.—Granted CP to make changes in equipment.

KPCB, Seattle, Wash.—Granted CP to make changes in equipment and increase power from 100 to 250 w.

KGIX, Las Vegas, Nev.—Granted modification of CP extending completion date to July 1-34.

WHBD, Mt. Orab, O.—Granted consent to voluntary assignment. License to Vee-bee Corp.

WRGA, Rome, Ga.—Granted CP to move transmitter and studio locally.

WHP, Harrisburg, Pa.—Granted modification of license for additional time; (hours heretofore used by WBAK, which station will be discontinued effective May 1, 1934).

KFAB, Lincoln, Neb. and WBBM, Chicago—Granted modification of special experimental authority to operate synchronously 8:30 to 9:30 p. m. until April 29, and 7:30 to 8:30 p. m., from April 29 to August 1, 1934.

WFEA, Manchester, N. H.—Granted special experimental authority to operate on 1430 instead of 1340 kc., unlimited and simultantously with WOKO, WHP, WBNS and WHEC, until July 1, 1934. Also granted modification to extend completion date from May 2 to July 1, 1934.

WNAD, Norman, Okla.—Granted special authorization to remain silent from 12 m., CST, May 7 to 3 a. m., EST, Oct. 1, 1934.

KGGF, Coffeyville, Kans.—Granted special authorization to operate Tuesdays and Thursdays from 7:15 to 9:15 p. m.; Wednesday from 8:15 to 9:15 p. m. CCST, for period beginning 12 m., CST, May 7 to June 7, 1934, inclusive, provided WNAD remains silent.

WSMK, Dayton, O., and KQV, Pittsburgh, Pa.—Granted extension of special experimental authority to operate simultaneously from 7:45-12 midnight, EST, from 3 a. m., EST, May 1, but not later than May 31, 1934.

WABI, Bangor, Me.—Granted special authority to operate daily, except Sunday on EDST, instead of EST, during the period daylight savings time applies, but no later than June 1, 1934.

KFAC, Los Angeles—Granted extension of special temporary authority to operate unlimited pending decision on application for modification of license.

WBIG, Greensboro, N. C.—Granted temporary renewal of license subject to such action as the Commission may take on their pending application for renewal.

Set for hearing: NEW, Charles Henry Gunthorpe, Jr., Nacogdoches, Tex.—CP for new station, 1420 kc., 100 w., D.; WAMC, Anniston, Ala.—Modification of CP to move from Anniston to Selma, Ala., and to extend commencement date; NEW, Clarion Broadcasting Co., Inc., Clarion, Pa.—CP for new station on 800 kc., 250 w.; KRGV, Harlingen, Tex.—CP to move to Weslaco, Tex., and change equipment.

KFBK, Sacramento, Cal.—CP to move transmitter locally, make changes in equipment, change frequency from 1310 to 1490 kc. and increase power from 100 w. to 5 kw., returned because in conflict with Rule 49.

WESG, Elmira, N. Y.—Effective date of order changing station to new frequency extended to May 8, 1934.

Action on Examiner's Report: Rep. No. 544—WGAL, Lancaster, Pa. Granted modification of license to change frequency and hours of operation from 1310 kc. to 1500 kc. (Frequency to be abandoned by WPEN). From sharing with WRAW to unlimited 100 w. Effective June 1, 1934; Examiner Walker sustained.

WRAW, Reading, Pa.—Granted modification of license to change time from sharing with WGAL to unlimited, 1370 kc., 100 w.; effective June 1, 1934. Examiner Walker sustained.

WTEL, Philadelphia, Pa.—Modification of license to change frequency from 1310 kc. to 1500 kc.; from sharing with WHAT: WTEL, 1/3, WHAT 1/3, WTEL and WHAT not permitted to operate when WCAM is operating to unlimited time; 100 w. Examiner Walker sustained.

WMAQ, Chicago, Ill.—Granted CP to install new 50 kw. transmitter, changing site and increasing power from 5 kw. to 50 kw.; 6680 kc. unlimited. Effective May 4, 1934.

Press-Radio Plan Approved by ANPA

CONTINUATION and further development of the Press-Radio Bureau, under which the networks broadcast news bulletins furnished by the press associations twice daily, was recommended in a report to the American Newspaper Publishers Association in New York April 25 by E. H. Harris, publisher of the Richmond (Ind.) *Palladium-Item* and chairman of the radio committee. The organization, on April 26, voted its endorsement of the procedure.

While the committee recognized that the setup is not ideal, Mr. Harris said, it believes the program offers "a definite basis for a better understanding between the newspaper publishers and the broadcasters." The cooperative spirit shown by both sides, he added, has convinced the committee that a news bulletin broadcast service can be furnished without advertising sponsorship "that will be beneficial to the newspapers, the broadcasters, and the general public."

Asks No Monopoly

HE DECLARED that the publishers realize "there can be no monopoly in the gathering of news," but they "are concerned about the protection of their property rights in the news which they gather and in the prevention of its illegal use by others."

The present program, he explained, does not contemplate any attempt to interfere with the broadcasting of public events.

"It does, however," he said, "establish several important principles which we believe are of great value to the newspaper publishing industry.

First—It secures orderly procedure as to the amount and time of news broadcasts with the cooperation of representatives of the newspaper publishers.

Second—It lessens the danger of the promiscuous broadcasting of unreliable and inaccurate news.

Third—It prevents the broadcasting of news which belongs to the newspapers from being used in connection with an advertising program.

Fourth—It provides a means for the broadcasters to obtain news bulletins, thus enabling them to withdraw from the news-gathering field.

Fifth—It provides the radio audience with dependable radio news bulletins which are prepared to increase the interest of the listeners in the reading of their daily newspapers.

Sixth—It establishes a basis and a contact between the various groups for carrying on future discussions that may be needed to develop or revise the present plans to meet problems brought about by the use of the ether in broadcasting either sound or light waves.

BROADCASTING, on April 26 received a letter from Herbert Moore, president of the Transradio Press Service, New York, declaring that announcement in the April 1 issue of the formation of the Radio News Association with Mr. Moore as president "was premature."

The Radio News Association, he said, was to have been formed through a merger of the Transradio Press Service, which was to furnish the news-gathering facilities. Negotiations were conducted with Stanley Hubbard, of KSTP, but no agreement was reached, Mr. Moore said. Transradio consequently discontinued its service to KSTP, he added, "but I understand Mr. Hubbard is going ahead with his plans to form a radio news service, seeking an alliance with somebody else."

The Transradio Press Service has started to serve the Michigan Network and "took over the whole job for the Yankee Network."

The Commission en banc, will hear oral arguments May 23, beginning at 10 a. m. in re Examiner's Report No. 541, involving KROW, Oakland; KQW, San Jose, Cal. and KJBS, San Francisco, Cal.

WBAA, Lafayette, Ind.—Application for modification of license redesignated for hearing on bill dated Dec. 7, 1933, since amended application involves portion of facilities of WKBF.

WLAP, Lexington, Ky.—Granted extension of program test period of 30 days.

Examiner's Reports . . .

WALA, Mobile, Ala.—Examiner Hill recommended (Report 548, Docket 2106) that application for transfer from 1410 to 1380 kc. with unlimited hours on 500 k. be granted.

WMBD, Peoria, Ill., and WTAD, Quincy, Ill.—Examiner Walker recommended (Report 549; Dockets 1951 and 2012) that WMBD be authorized to increase hours of operation from sharing with WTAD to unlimited, and that WTAD be denied a renewal of license, but that WTAD be authorized to operate on 1310 kc. with 100 w., unlimited time.

NEW, Julia M. Conesa, Ponce, Puerto Rico—Examiner Walker recommended that applicant be denied CP on 1420 kc., 100 w., 250 w., LS, specified hours.

WGES, Chicago, and WCBD, Zion, Ill. —Examiner Hill recommended (Report 551; Dockets 2099, 2277 and 2325) that application of WGES for modification of license be dismissed with prejudice and that WCBD be granted a renewal of license.

KRGV, Harlingen, Tex., and KWWG, Port Author, Tex.—Examiner Hill recommended (Report 552; Dockets 2144, 2149 and 2253), that application of KRGV, for modification of license for unlimited time on 1260 kc. with 500 w. be granted, and that application of KWWG for renewal of license and voluntary assignment of license be denied.

More than one million people live within a thirty-mile radius of

The Advertising Test Station in the Advertising Test City

WDRC

Connecticut's Pioneer Broadcaster

BROADCASTING FULL TIME—SIXTEEN HOURS DAILY

Basic Station of the Columbia Broadcasting System.

Associate Station of the Yankee Network.

HARTFORD—CONNECTICUT

WBS Disc Ruling Is Refused by FRC

Evidence Lacking, It Says On Complaint of Damm

DECLARING it lacked sufficient evidence, the Radio Commission April 27 informed Walter J. Damm, manager of WTMJ, Milwaukee, that it was not in position to comply with his request that it interpret its electrical transcription regulations with respect to the continuous transcription program service released by World Broadcasting System.

Mr. Damm contended that the WBS service is not a continuous program recorded on several mechanical reproductions within the meaning of the regulations and that it seemed that this "is unfair competition as these individual recordings are nothing other than glorified phonograph records."

In his reply, Herbert L. Pettey, Commission secretary, said that having no evidence, the Commission could not determine whether the WBS transcriptions fall within the rule allowing announcements each 15-minutes, whereas phonograph records must be announced with each number. He pointed out that the particular regulation relates only to transcriptions made exclusively for broadcast purposes and does not cover ordinary phonograph records which are played consecutively. Moreover, he said, the transcriptions referred to are those which form a continuous program, and not a collection or disjointed or unconnected numbers.

Mr. Damm's letter to the Commission follows in full text:

We are desirous of verifying our interpretation of that portion of rule 176 pertaining to electrical transcriptions. This rule reads:

> "In all cases where electrical transcriptions made exclusively for broadcasting purposes are so constructed as to record a single continuous program upon more than one mechanical reproduction rather than * * * The announcement required hereby shall be made at the commencement of each such program and in no event less than every fifteen minutes."

Under this ruling we feel that a program made up of individual numbers from a library such as is being released by the World Broadcasting System is not a continuous program recorded on several mechanical reproductions. In our estimation this is no different than using several phonograph records to make up a fifteen-minute program.

We have heard stations use these individual recordings for fifteen minutes without more than an announcement at the beginning. It would seem to us that this is unfair competition as these individual recordings are nothing other than glorified phonograph records.

It is generally known that these recordings are used over and over again in different sequences for periods ranging from fifteen minutes to a half an hour and, therefore, certainly it is impossible to conceive that stations could justifiably say that they are so constructed as to record a single continuous program upon more than one mechanical reproduction. In the event the commission decides not to definitely rule on this subject, we should like to know what recourse a station has against competitive stations who continue operating as above outlined.

An early reply will be appreciated indicating the Commission's interpretation.

PROFESSIONAL DIRECTORY

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An Organization of
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Dedicated to the
SERVICE OF BROADCASTING
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FRED O. GRIMWOOD
RADIO ENGINEER
Field Strength and Station Location Surveys
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Boonville Highway near Hercules Ave.
Evansville, Ind.

Chairman Charlesworth of Canada's Commission Will Address Educators

HECTOR CHARLESWORTH, chairman of the Canadian Radio Broadcasting Commission, will be one of the principal speakers at the Conference on the Use of Radio as a Cultural Agency, to be held in Washington, May 7 and 8, under the auspices of the National Committee on Radio in Education. Among other speakers will be Dr. Edward E. Morgan, chairman of the Tennessee Valley Authority, and Dr. John Dickinson, Assistant Secretary of Commerce.

Sessions will be held in the Interior Department Bldg., with the exception of the Monday evening group meetings in the headquarters of the National Education Association. The four general sessions will be presided over by Dr. George F. Zook, U. S. Commissioner of Education; Dr. William John Cooper, his predecessor, now professor of education at George Washington University; Dr. Edmund J. Walsh, regent of the Georgetown Foreign Service School, and Dr. John Henry McCracken, associate director of the American Council on Education.

The staff of the National Committee on Education by Radio comprises Dr. Tracy F. Tyler, secretary and research director, in charge of arranging the conference; Armstrong Perry, director of the Service Bureau, and Eugene J. Coltrane, field service representative. Dr. Joy Elmer Morgan is chairman.

RADIO PRODUCES—As a result of Ipana's radio announcements, photographs are literally swamping the Dental Charm Committee of the Chicago World's Fair which is searching for America's most irresistible smile. Frances Ingram, beauty authority (right), one of judges, is here seen checking some of photos with Nancy Frazer, committee chairman.

THAT the public is always receptive to a novel and new type of radio contest is evidenced by the avalanche of more than 10,000 photographs that reached the Bristol-Myers Co., New York (Ipana tooth paste), after one broadcast announcing the search for the girl most nearly deserving of the title, "The Dental Charm Girl" of the Century of Progress.

An announcement on the Fred Allen "Hour of Smiles," NBC-WEAF program of three round-trip, all-expense tours this summer to the exposition in Chicago for the girls adjudged perfect from the standpoint of dental charm, brought more than 5000 photographs from every state in the union. A second announcement and the appearance of Miss Margery Wilson, charm expert, who is one of the judges, brought the number up to nearly 10,000.

The Bristol-Myers Co. is co-operating with the Century of Progress Exposition in staging this competition and the three girls chosen from a hundred prize-winning finalists will be guests of honor at the Fair. One of them will be chosen as "Miss Dental Charm of 1934," to succeed Miss Lylian Dillard of Birmingham, Ala., who was chosen for that honor last year. Miss Dillard remained at the Fair during the summer as hostess at the Ipana exhibit.

The Other Fellow's Viewpoint

WKBF Independent

To the Editor of BROADCASTING:

We notice in the April 15th issue of BROADCASTING that our station is listed in the Splawn report as "a subsidiary of the Curtis Radiocasting Corporation.

The stock of the Indianapolis Broadcasting, Incorporated, was purchased from this company October 1, 1932. We would appreciate very much your correcting this error, as we are in no way connected with the Curtis Radiocasting Corporation.

D. E. "PLUG" KENDRICK,
WKBF, Indianapolis.
April 23, 1934.

Social Registerite Series

PRESENTING "Cholly Knickerbocker," noted Hearst society columnist, whose real name is Maury H. P. Paul, Elizabeth Arden, New York (cosmetics) on April 24 started a new series with Don Bestor's orchestra on 48 CBS stations. Program is heard Tuesdays, 9-9:15 p. m., EDST, with repeat for 12 CBS-Don Lee stations at 12:30-12:45 a. m. Paul, son of the former Eleanor Biddle of Philadelphia and a social registerite himself, stresses general etiquette and the approach to position in society's "Four Hundred." Blaker Advertising Agency, New York, handles the account.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 28th and 13th of month preceding issue.

Situations Wanted

Well-known announcer seeks position with progressive radio station. Five years experience. One year on NBC networks. Age 26. Married. References. Box 182, BROADCASTING.

Wanted To Buy

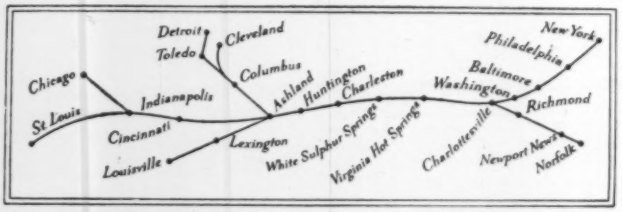
Wanted To Buy—Complete equipment (new or used), for 100-watt station to operate on 1370 kc. Box 183, BROADCASTING.

CHESAPEAKE and OHIO
IS ONE RAILROAD
that believes in Radio!

We use radio daily to broadcast the unusual comfort of our genuinely air-conditioned trains. We provide radios in our lounge cars for passengers' entertainment. And we think that you will have sound reason to believe in Chesapeake and Ohio. Genuine air-conditioning—with fresh, clean, mild air in constant circulation—is only one of its many advantages. Beautifully designed interiors . . . low prices for the finest foods . . . comforts that remind you of an exclusive club—are some of the other features that distinguish the finest fleet of trains in the world. No extra fare.

THE GEORGE WASHINGTON
THE SPORTSMAN THE F. F. V.

The ticket agent of any railroad can route you on the Chesapeake and Ohio. Insist upon it.



CHESAPEAKE AND OHIO

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

They said it!

KOMO—KJR, Seattle, Washington, say what they think of the new World Daily Program Service in the April issue of *Striding Forward.* Here is their opinion exactly as they published it over the following heading: "NOW AVAILABLE FOR SPONSORSHIP—WORLD BROADCASTING WIDE RANGE TRANSCRIPTIONS. NEW—REVOLUTIONARY—ONLY SERVICE OF ITS KIND IN SEATTLE." What more can *we* say!

And Seattle is only one of the EIGHTY-SIX cities where the World Daily Program Service is available to BOTH LOCAL AND SECTIONAL advertisers:

TALENT PROBLEM SOLVED

HERE'S THE SOLUTION to the local advertisers' talent problem—an opportunity for sponsorship of superior broadcasts, with talent running to upwards of thousands of dollars available at a minimum cost and commensurate in quality with any talent of network broadcasting.

Rates are such as have never before been heard of in radio broadcasting.

These new programs are recorded by the Western Electric vertical wide-range method which has just been perfected by the Bell Laboratories.

Greatest Radio talent.
Popular, up-to-date hits from Broadway and Hollywood.
Every type of music.

KOMO and KJR are now fully prepared with the latest mechanical facilities and a large repertoire of musical selections, to offer local advertisers program arrangements which cannot be duplicated in the Seattle area.

Technically, the new type of recordings are capable of giving a frequency range of from 30 to 9,000 cycles, which is nearly double the span which has heretofore been available in recordings. Audio and in-put speech channels used in the studios through which these will be reproduced are of the latest, wide-range type capable of developing 30 to 10,000 cycles.

Nothing has been left undone, mechanically and artistically, to be able to put on the air programs reproducing with exactness the original talent.

Here's what a few dollars will buy:

Salon Ensembles, Dance Orchestras, Dance Orchestras with Vocals, Tango Orchestras, Concert Ensembles with Vocals, Choir Music, Light Opera, and Specialty Groups, such as Hawaiian Orchestras, Two Piano Bits, Marimba, and Organ Selections.

Presentations are from the world's most prominent and popular artists.

Locally produced programs need no longer suffer by comparison with network programs.

ADVERTISERS, THE DUCK SEASON IS OPEN – and REMEMBER, THE PROGRAM IS THE THING ! !

WAPI Birmingham, Ala.
KUOA Fayetteville, Ark.
KFPW Fort Smith, Ark.
KLRA Little Rock, Ark.
KIEM Eureka, Cal.
KNX Los Angeles, Cal.
KLX Oakland, Cal.
KVOR Colorado Springs, Colo.
KGHF Pueblo, Colo.
WTIC Hartford, Conn.
WRUF Gainesville, Fla.
WQAM Miami, Fla.
WCOA Pensacola, Fla.
WTFI Athens, Ga.
WMAZ Macon, Ga.
KIDO Boise, Idaho
WGN Chicago, Ill.
WJBL Decatur, Ill.
WTAD Quincy, Ill.
WHBF Rock Island, Ill.

WTAX Springfield, Ill.
WGBF Evansville, Ind.
WLBC Muncie, Ind.
WBOW Terre Haute, Ind.
KWCR Cedar Rapids, Ia.
WOC-WHO Des Moines, Ia.
WMT Waterloo, Ia.
KGGF Coffeyville, Kan.
WLAP Lexington, Ky.
KWKH-KWEA Shreveport, La.
WEEI Boston, Mass.
WTAG Worcester, Mass.
CKLW Detroit, Mich.
WEBC Duluth, Minn.
KSTP St. Paul, Minn.
WAML Laurel, Miss.
WQBC Vicksburg, Miss.
KMBC Kansas City, Mo.
KWK St. Louis, Mo.
KGBX Springfield, Mo.
KFBB Great Falls, Mont.
KGVO Missoula, Mont.

KFAB Lincoln, Neb.
KOIL Omaha, Neb.
KGGM Albuquerque, N. M.
WGR Buffalo, N. Y.
WOR New York, N. Y.
WHAM Rochester, N. Y.
WFBL Syracuse, N. Y.
WSOC Charlotte, N. C.
WBIG Greensboro, N. C.
WSJS Winston-Salem, N. C.
WDAY Fargo, N. D.
WCKY Cincinnati, O.
WHK Cleveland, O.
WAIU Columbus, O.
WSPD Toledo, O.
KOMA Oklahoma City, Okla.
KFJI Klamath Falls, Ore.
WCBA Allentown, Pa.
WCAU-WIP Philadelphia, Pa.
WCAE Pittsburgh, Pa.
WEEU Reading, Pa.
WJAR Providence, R. I.

WCSC Charleston, S. C.
WIS Columbia, S. C.
WFBC Greenville, S. C.
WOPI Bristol, Tenn.
WNOX Knoxville, Tenn.
WREC Memphis, Tenn.
WLAC Nashville, Tenn.
WDAG Amarillo, Tex.
KNOW Austin, Tex.
KRLD Dallas, Tex.
KTAT Ft. Worth, Tex.
KTSA San Antonio, Tex.
WACO Waco, Tex.
KGKO Wichita Falls, Tex.
WEHC Charlottesville, Va.
WRVA Richmond, Va.
WDBJ Roanoke, Va.
KXRO Aberdeen, Wash.
KOMO-KJR Seattle, Wash.
KIT Yakima, Wash.

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